

**SUPPORTED PROJECTS FOR THE 2017 SOCIAL SCIENCE RESEARCH THEMATIC GRANT CALL**

Projects receiving Type A funding

*These projects will receive \$100,000 to \$1 million for up to 3 years to support smaller-scale research. This funding is meant to encourage broad-based participation in research in areas of strategic relevance.*

<b>S/N</b>	<b>1</b>
<b>Project Title</b>	<b>Algorithmic Pricing and Market Competition: Implications for Competition Law and Policy</b>
<b>Theme</b>	<b>4: Understanding Society in the Digital Age</b>
<b>Name of Principal Investigator</b>	<b>Dr Cassey Lee</b> <b>Regional Economic Studies, ISEAS – Yusof Ishak Institute</b>
<b>Details of Project</b>	<p>As digitalisation creates new industries and transforms existing ones, there is a need to adopt digital technologies across all sectors of the economy in order to tap on the digital economy. One such technology is algorithmic pricing in which computer algorithms are used to set market prices. The use of algorithmic pricing, while providing economic gains to both businesses and consumers, has potential risks such as occurrences of tacit collusion. While recognising the existence of such risks, regulators face considerable challenges in crafting optimal rules and regulations in markets with algorithmic pricing.</p> <p>This project will adopt a multi-disciplinary approach to undertake an in-depth study on the impact of algorithmic pricing on competition law and regulation. The findings will help enhance policymakers’ understanding of how digital technologies evolve and impact the society in Singapore.</p>

<b>S/n</b>	<b>2</b>
<b>Project Title</b>	<b>Digitisation of Healthcare: Leveraging Analytics, Understanding Human Behaviours and Influencing Policies</b>
<b>Theme</b>	<b>4: Understanding Society in the Digital Age</b>
<b>Name of Principal Investigator</b>	<b>Associate Professor Goh Kim Huat Division of Information Technology and Operations Management, Nanyang Business School, Nanyang Technological University</b>
<b>Details of Project</b>	<p>An ageing population has profound impact on society and economy, such as rising healthcare costs and decreasing economic productivity. The effective harnessing of information technology can potentially alleviate these two pressing issues.</p> <p>This project will partner Ng Teng Fong General Hospital and Jurong Community Hospital to examine the effective use of electronic medical records (EMR) system in Singapore. The project will study how clinical users use EMR data to inform their decision making, provide findings on how predictive models can be developed through text-mining of EMR data to predict onset of ailments and shape the coordination of workflow, and how analytics can be integrated into the complex healthcare workflow. The insights from this project can potentially raise the productivity of healthcare services in Singapore.</p>

<b>S/n</b>	<b>3</b>
<b>Project Title</b>	<b>Can Opportunity Identification Be Trained? A Field Experiment</b>
<b>Theme</b>	<b>Mixed</b>
<b>Name of Principal Investigator</b>	<b>Associate Professor Boh Wai Fong Department of Information Technology and Operations Management, Nanyang Business School, Nanyang Technological University</b>
<b>Details of Project</b>	<p>Strengthening enterprise capabilities to innovate and scale up, and developing strong digital capabilities are two of the seven economic strategies recommended by Singapore's Committee on the Future Economy for Singapore moving forward.</p> <p>A key factor driving individuals' and organisations' ability to innovate is their ability to identify new opportunities. This project aims to examine whether the ability to identify opportunities can be trained and what aspects of training are critical in building individuals' ability to identify opportunities. This project will inform Singapore on the design of training programmes to hone entrepreneurial and innovative instincts of people.</p>

<b>S/n</b>	<b>4</b>
<b>Project Title</b>	<b>Social Capital and Integration of Low-Income Binational Families in Singapore</b>
<b>Theme</b>	<b>1: Identities, Social Integration and Resilience</b>
<b>Name of Principal Investigator</b>	<b>Associate Professor Choo Hyekyung Department of Social Work, Faculty of Arts and Social Sciences, National University of Singapore</b>
<b>Details of Project</b>	<p>Low-income binational families typically face additional challenges as a result of differential socio-economic status and social needs being brought into the marital and familial structure by local and foreign spouses. Understanding how such challenges affect the social functioning and integration of such families into Singapore is important in minimising the socio-economic vulnerabilities of these families, and better supporting their integration into Singapore.</p> <p>The project aims to gather information on low-income binational families to understand how the following factors contribute to these families' social integration at both the individual and familial level:</p> <ul style="list-style-type: none"> <li>(i) demographic conditions, such as nationality, immigration and employment status,</li> <li>(ii) psycho-socio-economic challenges, such as marital conflict, parenting difficulties, and child adjustment issues, and</li> <li>(iii) availability and utilisation of social capital, such as social support systems and social services.</li> </ul>

<b>S/n</b>	<b>5</b>
<b>Project Title</b>	<b>You are what you surf: Characterising preference and decision-making styles with digital footprints</b>
<b>Theme</b>	<b>4: Understanding Society in the Digital Age</b>
<b>Name of Principal Investigator</b>	<b>Assistant Professor Yu Rongjun Department of Psychology, Faculty of Arts and Social Sciences, National University of Singapore</b>
<b>Details of Project</b>	<p>Social media's tremendous growth has resulted in the availability of digital data which can provide meaningful insights to social media users' preferences and decision making styles.</p> <p>This project aims to show how analysing such digital data can be used to predict social media users' decision making styles. The insights from this project will inform Singapore on how data analytics can be effectively used to provide evidence-based inferences about individual and community characteristics to better inform government policies and businesses.</p>

<b>S/n</b>	<b>6</b>
<b>Project Title</b>	<b>Health-Related Data Sharing: From Good Governance to Public Trust</b>
<b>Theme</b>	<b>4: Understanding Society in the Digital Age</b>
<b>Name of Principal Investigator</b>	<b>Assistant Professor Tamra Lysaght Centre for Biomedical Ethics, Yong Loo Lin School of Medicine, National University of Singapore</b>
<b>Details of Project</b>	<p>Health research requires a large amount of individual data to produce significant results. Translating the results into effective health interventions requires the data and analysis to be shared to accelerate innovation and avoid duplicative work. Hence, a sound governance structure for data sharing is needed to protect data providers and promote public trust.</p> <p>This project seeks to address the ethical challenges faced in data sharing in a national survey, stakeholder workshops and citizens' juries. Results from this project will inform the generation of a trustworthy governance model for health-related data-sharing in Singapore. This will help promote cutting-edge health research and will be of interest to scholars and policymakers locally and internationally.</p>

<b>S/n</b>	<b>7</b>
<b>Project Title</b>	<b>Interdisciplinary Research Intervention for Singapore Entrepreneurs' Growth</b>
<b>Theme</b>	<b>3: Growth, Productivity and Innovation</b>
<b>Name of Principal Investigator</b>	<b>Associate Professor Kotha Reddi Department of Strategy &amp; Organisation, Lee Kong Chian School of Business, Singapore Management University</b>
<b>Details of Project</b>	<p>New start-ups generally face challenges such as recruitment and resource procurement due to the lack of a "track record". This situation is exacerbated for Singapore start-ups looking to venture to overseas markets. In addition to the lack of social and financial capital, these start-ups may lack a sufficient understanding of the overseas regulatory framework.</p> <p>This project seeks to address the challenges faced by local start-ups and provide insights on the behavioural changes and strategic initiatives that local entrepreneurs can introduce in their business model to increase their success rate. A customised training and support programme will be developed to support the entrepreneurs and their start-ups.</p>

<b>S/n</b>	<b>8</b>
<b>Project Title</b>	<b>Women in Innovation and Entrepreneurship: Understanding the barriers and opportunities in Singapore</b>
<b>Theme</b>	<b>Mixed</b>
<b>Name of Principal Investigator</b>	<b>Associate Professor Roy Chua Department of Organisational Behaviour and Human Resources, Lee Kong Chian School of Business, Singapore Management University</b>
<b>Details of Project</b>	<p>Under-representation of women in sectors where innovation and creativity are highly valued is evident in Singapore. This project seeks to understand women's performance and under-representation in such sectors by focusing on the intra- and inter-personal behaviours and dynamics of women innovators and entrepreneurs in Singapore and aims to develop interventions to resolve these barriers.</p> <p>While there are existing efforts made to increase women's involvement and achievement in innovation and entrepreneurship, the insights from this project will help inform such current efforts and achieve greater gender equality in Singapore's innovative and entrepreneurial landscape.</p>

### Projects receiving Type B funding

*These projects will receive funding of between more than \$1 million to \$10 million over 3 to 5 years to support larger-scale research. This funding is meant to encourage research institutes to collaborate to pursue more ambitious, inter-disciplinary research on issues of cross-cutting interest.*

<b>S/n</b>	<b>9</b>
<b>Project Title</b>	<b>Enhancing productivity of innovations across cultures for Singapore (EPICS)</b>
<b>Theme</b>	<b>3: Growth, Productivity and Innovation</b>
<b>Name of Principal Investigator</b>	<b>Professor Michael Frese Department of Management &amp; Organisation, NUS Business School, National University of Singapore</b>
<b>Details of Project</b>	<p>Innovation is key to remain competitive in a fast-changing economy. To develop innovations and harness them effectively in the market, there is a need to understand how a national culture influences innovation processes at various levels such as national markets, companies' strategies, innovation teams, and among individuals.</p> <p>The project seeks to develop a cross-cultural theory of innovation and develop new instruments to understand cross-cultural differences from an Asia-centric perspective. These will help foster innovation productivity and enhance the international impact of Singaporean businesses. The research will be set in China, India, Indonesia, and Singapore.</p>

<b>S/n</b>	<b>10</b>
<b>Project Title</b>	<b>Research on Innovating in a Digital Economy (RIDE)</b>
<b>Theme</b>	<b>3: Growth, Productivity and Innovation</b>
<b>Name of Principal Investigator</b>	<b>Professor Teo Hock Hai Department of Information &amp; System Analytics, School of Computing , National University of Singapore</b>
<b>Details of Project</b>	<p>Rapid technological change in today's digital world makes it necessary for Singapore firms to leverage emerging digital-enabled technologies to remain competitive and capture new markets.</p> <p>This project aims to develop holistic strategies to improve the innovative capabilities of Singapore firms through effective use of digital-enabled technologies. Insights from the project will benefit Singapore's learning of the digital innovation eco-system and inform Singapore's policies or strategies as we move into the next phase of economic development.</p>

<b>S/n</b>	<b>11</b>
<b>Project Title</b>	<b>Tackling digital disruption: Industry transformations and workforce resilience</b>
<b>Theme</b>	<b>4: Understanding Society in the Digital Age</b>
<b>Name of Principal Investigator</b>	<b>Professor Lim Sun Sun</b> <b>Humanities, Arts &amp; Social Sciences, Singapore University of Technology and Design</b>
<b>Details of Project</b>	<p>In the face of rapid digital advancement, there is a need to understand how technology is transforming work and industries, and how governments and businesses tackle this disruption.</p> <p>This project seeks to examine the impact of digital disruption on work in the manufacturing, and finance and banking sectors, and understand how organisations and workers can adopt, adapt, and master these technologies to increase productivity. As Singapore moves towards being a Smart Nation, the insights from this project can potentially inform Singapore on the tracking of the impact of digital disruption and capitalise on such disruptions to create new jobs.</p>