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Seen and heard this week

At a recent forum co-organised by [NUS Business School](#) (NUS Business) and *TODAY*, NUS experts engaged in a lively discussion on how consumers and businesses could capitalise on the trends and opportunities created by digital marketing. The panel included Associate Professor Ashok Charan, NUS Business; Mr Danny Kim, Adjunct Faculty at NUS Business, who is also from Google APAC Strategy & Planning; as well as Associate Professor Keith Carter from NUS Computing. Read more in this *TODAY* report on 26 October about [how dollars, digits and data are transforming marketing](#).

Associate Professor Eduardo Araral, Vice-Dean (Research) from the [Lee Kuan Yew School of Public Policy](#) at NUS shared his views in *China Daily* on 27 October about General Secretary Xi Jinping's report to the 19th National Congress of the Communist Party of China and how it demonstrated [China's reassurance that it would always adhere to peace regardless of its power in the future](#).

On 28 October, Mr Allan Loi, Research Associate from the [Energy Studies Institute](#) at NUS, wrote in *Channel NewsAsia Online* about [the proposed Open Electricity Market](#) which households and small businesses in Jurong would be eligible to participate in from April 2018, and assessed its potential benefits and outcomes for consumers.

Read more about the [NUS community in the news](#).



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