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Welcome to the October 2020 edition of ATM@AU. Please note that in this month all Master's and Ph.D. programs will conduct their exams. Please contact your Program Directors, instructors or advisors for information about your exams and exam centers. Please make sure that you have all the information. Also prepare in advance to enroll for your courses for the next Semester 2/2020. Please take necessary precautions during the COVID-19 pandemic. Stay safe.

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**Graduate School of Advanced  
Technology Management  
(GSATM)  
Assumption University**

**Our Programs**

**M.S. Management**

**M.S. ITM**

**M.Ed. in Teaching and Technology (T&T)**

**PhD in Technology, Education &  
Management (TEM)**

**PhD in Teaching and Technology (T&T)**



<http://www.gradatm.au.edu/gsatm/>

**HOW TO WIN WITH MACHINE LEARNING**

**Ajay Agrawal, Joshua Gans &  
Avi Goldfarb**

The past decade has brought tremendous advances in an exciting dimension of artificial intelligence—machine learning. This technique for taking data inputs and turning them into predictions has enabled tech giants such as Amazon, Apple, Facebook, and Google to dramatically improve their products. It has also spurred start-ups to launch new products and platforms, sometimes even in competition with Big Tech. Consider BenchSci, a Toronto-based company that seeks to speed the drug development process. It aims to make it easier for scientists to find needles in haystacks—to zero in on the most crucial information embedded...

[Read more](#)

**VOL.10: ISSUE 10**

**GSATM: NEW ACADEMIC CALENDAR FOR 2020-2021**



First Semester (1/2020): June 2020 – October 2020  
Second Semester (2/2020): November 2020 – March 2021  
Summer Session (3/2020): April 2021 – May, 2021

*\*This calendar is subject to change without notice. For further details contact you're Program*

**Call for Papers**

**2020-2021**

3rd ASNet International Multidisciplinary Academic Conference (AIMAC 2020)

Hotel Istana, Kuala Lumpur, Malaysia  
24-25 October 2020,

5th International Conference on Social Sciences, Humanities and Technology (5th ICSHT 2020)

Batu Ferringhi, Penang, Malaysia  
21- 22 November 2020

National Conference on Recent Advances in Science, Engineering, Technology and Management (NCRASET M)

Bangkok, Thailand  
2nd December 2020

[Click here for more Conferences](#)

**WHY KIDS NEED SPECIAL  
PROTECTION FROM AI'S  
INFLUENCE**

**Karen Hao**

Algorithms can change the course of children's lives. Kids are interacting with Alexas that can record their voice data and influence their speech and social development. They're bingeing videos on TikTok and YouTube pushed to them by recommendation systems that end up shaping their worldviews. Algorithms are also increasingly used to determine what their education is like, whether they'll receive health care, and even whether [their parents are deemed fit to care for them.](#)

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**OCTOBER 2020**

**GSATM\_News@AU: October,2020**

**Graduate School of Advanced Technology Management (GSATM)**

**A SCIENCE IS BORN**

**Harry R Lewis**

Thirty veterans of Harvard's Aiken Computation Lab reunited on January 19, 2020, some 50 years after each of us had a role in creating today's networked, information-rich, artificially intelligent world. Rip van Winkles who had never fallen asleep, we gathered to make sense of what had evolved from our experience as undergraduates and Ph.D. candidates during the decade 1966-1975. One thing was clear: we had not understood how the work we were doing would change the world.



Harvard did not even call what we were doing computer science; our degrees are mostly in applied mathematics, mathematics, or physics.

The University remained blind to the future of computing for a long time. I joined the faculty in 1974, right after completing my graduate work. Four years later, as a still-junior faculty member, I tried to get my colleagues in DEAP (the Division of Engineering and Applied Physics, now SEAS, the School of Engineering and Applied Sciences) to create an undergraduate computer-science degree.

A senior mechanical engineer of forbidding mien snorted *surely not.*

[Read more](#)

**HOW DO YOU KNOW YOU  
CAN TRUST A JOURNAL?**

**Simon Linacre**

As many readers know, this week is [Peer Review Week](#), the annual opportunity for those involved in scholarly communication and research to celebrate and learn about all aspects of peer review. As part of this conversation, Simon Linacre reflects on this year's theme of 'Trust in Peer Review' in terms of the important role of peer review in the validation of scholarship, and dangers of predatory behavior in its absence.

I was asked to deliver a webinar recently to a community of scholars in Eastern Europe and, as always with webinars,

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**THOUGHT OF THE MONTH**

Truth is not only violated by falsehood; it may be equally outraged by silence.



**Henri Frederic Amiel**  
Philosopher and writer  
(27 Sep 1821-1881)

**OPPORTUNITIES AND  
BARRIERS TO THE  
REIMAGINED UNIVERSITY**

**Marguerite J Dennis**

The worldwide pandemic has cast a bright light on the inefficiencies in higher education and has created an environment that champions flexibility and innovation. The following are some of the opportunities created by COVID-19:

**Vision planning will  
supplement strategic  
planning**

A vision plan is a statement of intent and is fundamentally different from a mission statement, which is a description of the route to follow to realise the vision. Vision plans require thinking from the end.



In his book *Start with Why*, Simon Sinek urges companies and organizations to create a "differentiating value proposition". He asks the questions: "What do you do, why do you do it and what do you do that no one else can do?"

Similar questions can be asked of colleges and universities. Why should an applicant enroll in your school? What do you do better than any other school? What will your school 'look like' after COVID-19 recedes into the background?

[Read more](#)

**MONTHLY ENEWSLETTER**  
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- How do you know you can...?
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**FROM THE EDITOR**

Welcome to the September 2020 edition of our eNewsletter. In this edition you will find a series of interesting articles about new trends in technologies, teaching and management.

In his analytic article Simon Linacre discusses the factors for trusting a journal and its publication. Harry R Lewis from Harvard explores the history of science.

GSATM also publishes a biannual journal titled (AU-eJIR). Details of this journal can be accessed from our new link given below. Please send your comments and suggestions to [knagi@au.edu](mailto:knagi@au.edu)

**CALL FOR PAPERS  
AU-EJOURNAL OF  
INTERDISCIPLINARY  
RESEARCH**

