

Dr Jim Li Hui Hong

BEng and MSc (University of Manchester), PhD (University of Cambridge),
Honorary Professor of Operations and Innovation Management

Division: Operations Management and Information Systems

E-mail: susan.millington@nottingham.ac.uk

Location:

Dr. Jim Li Hui Hong is CEO & Founder of DIGIPAS Technologies Inc. (USA), JSB TECH Pte. Ltd (Singapore), JSB TECH Co. Ltd (Japan) and PT Venturindo Jaya Batam (Indonesia). His passion in research for over two decades has led to publication of numerous articles in academic journals and dozens of patents awarded by United States Patent and Trademark Office, European Patent Office, Japan Patent Office and Chinese Patent Office etc. At Nottingham University, he contributes to teaching for MSc and PhD students across all campuses and executive teaching on Business & Operations Management subjects. In addition to provide industrial links for teaching/research activities and funding applications, plus research support.

Research Interests

Operation strategy; New product innovation and rapid volume scaling; Rapid technology acquisition and deployment; Technopreneurship – Disruptive & transformative innovation capabilities

Selected Publications from 1993:

Li, Hui-Hong J.K., and Tan, Kim Hua. (2017), "Transformative Innovation: Turning Commoditised Products into Radically High-Valued Products". *Journal of Intelligent Manufacturing*, Vol. 28, issue 159, 2017, pp 1-14. *Vol. 52, issue. 10, 2014, pages 2999-3013.*

Li, Hui-Hong J.K., and Tan, Kim Hua. (2016), "Transformative Innovation: Transforming Commodity to High-value, Radically-differentiated Innovative New Products". *International Asia Conference on Industrial Engineering and Management Innovation*, Hongkong, 2016.

Patent Inventors: Li, Hui Hong J.K. and Kuu Bi Yong (2016), 'Angle Measuring Device and Methods for Calibration'. US Pat. No.: 9,459,121 B2.

Patent Inventors: Ming Hua Yong, Koh Waikin, Kuu Bi Yong and Li, Hui Hong J.K. (2016), 'Luggage Locking Device and Baggage Handling Method'. U.S. Pat. No.: 9,524,600 B2.

Patent Inventor: Li, Hui Hong J.K. (2015), 'Electronic Combination Lock'. US Pat. No.: 9,121,199 B2.

Li, Hui-Hong J.K., Shi, Y.J, Gregory, M.J, and Tan, Kim Hua. (2014), "Rapid Production Ramp-up Capability: A Collaborative Supply Network Perspective". *International Journal of Production Research*. Vol. 52, issue. 10, 2014, pages 2999-3013.

Patent Inventors: Yong Ming Hua and Li, Hui Hong J.K. (2013), 'Digital Level'. US Pat. Pub. No.: D692,328 S.

Li, Hui-Hong J.K., Tan, Kim Hua, and Hida, Atsunori. (2011), "Sustaining Growth in Electronic Manufacturing Sector: Lessons from Japanese Mid-size EMS Providers". *International Journal of Production Research*. Vol. 49, No. 18.

Patent Inventor: Li, Hui Hong J.K. (2010), 'A Rigid-Flex Circuit Board and Manufacturing Method'. Publication No. WO/2012/030299A1. International Application No.: PCT/SG2010/000322.

Patent Inventor: Li, Hui Hong J.K. (2010), 'Electronic Combination Lock'. Publication No. US 2013/0055773 A1. International Application No.: PCT/SG2010/000194.

Patent Inventors: Li, Hui Hong J.K., et.al. (2008), 'Method and Apparatus for Assembling Surface Mount Device'. Publication No. WO/2008/105744. International Application No.:

PCT/SG2008/000064. Applicant: JSB TECH PTE LTD.

Patent Inventors: Li, Hui Hong J.K, et.al. (2008), 'A Hand-Held Digital Level'. Publication No. WO/2008/115148. International Application No.: PCT/SG2008/000063.

Li, H.H.J.K, Shi, Y. and Gregory, M. J. (2005), "New Product Volume Ramp-up manufacturing Strategy: A Supplier Perspective". The 1st International Symposium on Global Manufacturing and China, Zhejiang University, Hangzhou, China, October 2005.

Li, H.H.J.K and Tan, K.H. (2004) "Taking Product to Market: A Selection Framework Based on Life Cycle Theories", International Journal of Services and Standards. Vol. 1, No. 1.

Li, H.H.J.K and Tan, K.H. (2004) "A 'Medium to Big' Business Growth Model", The 9th Annual Cambridge International Manufacturing Symposium, Cambridge, UK.

Li, H.H.J.K and Tan, K.H. (2004) "SMEs Business Growth Model: A Medium to Big Effort", International Journal of Management and Enterprise Development. Vol.1., No.3, 195-207.

Li, H.H.J.K, Shi, Y. and Gregory, M. J. (2003), "The Implications of Rapid New Product Volume Ramp Up on Manufacturing Strategy: A Collaborative Supply Network Perspective", Decision Sciences Institute 7th International Conference, Shanghai, China, July 2003.

Li, H.H.J.K, Shi, Y. and Gregory, M. J. (2003), 'Rapid New Product Volume Ramp Up Manufacturing: A Collaborative Supply Network Perspective', EurOMA and POMS International Conference Proceedings, Como Lake, Italy, June 2003.

Li, H. H.J.K, Middleton B. K. and Miles J. J. (1993), 'Modelling of Recording System Performance and its Relationship to Recording Media Properties', Journal of Magnetism and Magnetic Materials, 120 (1993) 206-209.