



**Sandy Chong**

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**ABSTRACT**

To achieve successful deployment of any BPM initiative or program, an understanding and competent use of communication strategies is vital. However in most cases, those who are savvy in the methods of BPM lack the appropriate but critical know-how of effective communication. This study proposes that applying winning communication tactics promote better chances to dissolve the high degree of resistance, gain support and buy-in from executives. Based on the current needs, a communication model will be developed to guide companies in building their own communication process framework. It will be a tangible summary of the current status and can act as a platform for process strategy communication. This model aims at encouraging short-term process improvements but even more importantly provide guidance for substantial mid- to long-term enhancements in the process performance.

**SPEAKER**

**Sandy Chong** is currently a Visiting Fellow at the Queensland University of Technology Business Process Management Research Group. She conducts research in the area of Innovation Adoption, Business Process Management, Change Management Strategies and Organisational Communication. She was also involved in a number of research projects locally and internationally in the area of E-Business, Environmental Reporting, Inter-Organisational Relationship Management, Supply Market Intelligence, and Cost Estimation for IT Procurement. She is an active participant in industry-linked forums and chairs the BPM Roundtable for the community of practice in Western Australia since 2005. She has presented papers at major local and international conferences and her research appears in information systems, marketing, supply management, global business management and wine journals. She teaches Global Marketing Communication, Electronic Marketing, and International Marketing. Her industry experience includes strategic marketing management in the international credit card sector, advertising, consultancy and quantitative market research.