


[PROGRAMMES](#)
[RESEARCH & LIBRARY](#)
[ACADEMICS](#)
[ABOUT](#)
[CONNECT](#)
[INFO FOR](#)

## AWARDS & GRANTS

Issue 02 | May 2013

### More Recipients of 2013 External Grants

**Funding Agency: US Air Force Office of Scientific Research (AFOSR)**



**Associate Professor Tan Hwee Hoon (Co-Principal Investigator)**  
**Lee Kong Chian School of Business**

**Project Title :** Cross-Cultural Investigation of Organisational Trust

**About the Project :** In collaboration with Dr Roger C. Mayer (Principal Investigator) from North Carolina State University and Dr David Schoorman from Purdue University, Associate Professor Tan Hwee Hoon is part of the team focusing on how trust is developed differently across cultures. Specifically, the project will focus on the differential impact of the three factors of trustworthiness, namely ability, benevolence and integrity on trust development.

The US Air Force Office of Scientific Research (AFOSR) will fund the project for 3 years.

**Project Duration :** February 2013 to January 2016

**Funding Agency: A\*STAR (SERC)**



**Associate Professor Lau Hoong Chuin**  
**School of Information Systems**



**Assistant Professor Lim Yun Fong**  
**Lee Kong Chian School of Business**  
**(Co-Principal Investigator)**

**Project Title :** Market Mechanisms for Multi-party Coordination of Urban Logistics Operations

**About the Project :** This project aims to:

- Study and design market mechanisms that allow multiple shippers, LSPs, carriers and customers to collaborate to efficiently and effectively fulfil last-mile delivery in an urban city.
- Implement the proposed mechanisms on an e-market platform that enables multiple parties to bid/negotiate on delivery jobs and coordinate timings of deliveries while respecting their individual constraints and statutory requirements of city authorities.
- Demonstrate the effectiveness of proposed mechanisms within the context of multiple providers and carriers operating within a consolidation centre to coordinate their last-mile deliveries to minimise logistics footprints.

**Project Duration :** June 2013 to May 2015

[Back](#)

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