



TECHNION
Israel Institute of Technology



The Gordon Center
for Systems Engineering

INVITATION & PROGRAM FOR JUNE 22-23, 2021

INNOVATIVE APPROACHES & RESEARCH FOR INTEGRATING INNOVATION AND CREATIVITY INTO SYSTEMS ENGINEERING

A Virtual Event which is Conducted Remotely
The Lectures in Hebrew will be Translated Simultaneously into English

ORGANIZED BY THE GORDON CENTER FOR SYSTEMS ENGINEERING
IN THE MEMORY OF DR. ZEEV BONEN



Israeli Society For
Systems Engineering

DAY 1 | June 22, 2021 | 16:00-19:00 IST; 14:00-17:00 GMT, 09:00-12:00 EST

16:00 - 16:30 **Opening & Introduction.**

- > **Prof. Yossi Ben-Asher** – Head of the Gordon Center, Technion
- > **Zeev Bonen Family**
- > **Dr. Ram Oron** - INCOSE_IL President

Book Launch | “Weapon Systems Engineering” by **Dr. Alex Blekhman**

16:30 - 17:00 **The Diamond of Innovation: A Systems Perspective** | **Prof. Aaron j. Shenhar**, Rutgers University

17:00 - 17:30 **Obstacles to Creativity and Innovation** | **Dr. Avner Engel**, Tel Aviv University-SERI

17:30 - 18:00 **How Design Structure Matrix (DSM) Enables System Creativity and Innovation** | **Prof. Tyson Browning**, Texas Christian University (TCU)

18:00 - 18:30 **Creative thinking in Designing Systems** | **Prof. Miriam Erez**, Technion

18:30 - 19:00 **How Organizational Climate Can Enable Creativity and Innovation?** | **Prof. Gil Luria**, University of Haifa

DAY 2 | June 23, 2021 | 16:00-19:15 IST; 14:00-17:15 GMT, 09:00-12:15 EST

16:00 - 16:30 **Advanced and Innovative Technologies in Cloud Data Centers** | **Michael Kagan**, Nvidia

16:30 - 17:00 **Systems Engineering for IoT Systems** | **Shlomo Wolfman**

17:00 - 17:30 **Topics in Managing IoT Projects** | **Dr. Yael Dubinsky**, Kinneret Innovation Center

17:30 - 18:00 **Network Intelligence: How AI Enables 5G?** | **Dr. Osher Yadgar**, Head of AI, Amdocs

18:00 - 18:30 **Incorporating storytelling and visualization from entertainment arts into MBSE** | **Prof. Azad M. Madni**, USC

18:30 - 19:00 **How Innovative and Creative Human Factors Requirements Affect Systems Engineering Process?- Case Study** | **Dr. Hanan Spond**, **Alon Shimoni**, Rafael

19:00 - 19:15 **CONCLUSIONS** | **Prof. Yossi Ben Asher**, **Dr. Avigdor Zonnenshain**

Registration for the seminar is free.

Please confirm your registration by 18.6.21 via the link below:

<https://forms.gle/shNiW9wDQuS2Qr1M8>