



Academic Program

SAS Forum International 2005: Student Ambassador's relish opportunity to present their SAS-specific research

The fourth consecutive year SAS gave 5 selected students the opportunity to present their research projects using SAS to a business and technology audience at [SAS Forum International](#). The finalists chosen by a specially appointed committee at SAS used SAS to create new solutions to business issues and research objectives. The competition gave the students a unique opportunity to meet and network with business and technology professionals.

The research presented was extremely diverse indeed. Björn Ahlgren from Royal Institute of Technology, Sweden, researched forecasting support for spare parts management within the automotive industry. Patricia Naciso, ISCTE, Portugal, examined a DSS for the creation and restructuring of degrees in Higher Education in her presentation. Mitja Pirc from Universidad Pompeu Fabra, Spain, went on to outline his PhD research pertaining to domain specific customer segmentation in mobile telecommunications. Sriram Subramanian from International Institute of Information Technology, India, presented his MBA research on strengthening SDR – analysis with gold and multiple currencies. Geert Verstraeten and Wouter Bucknix from Ghent University, Belgium, also presented their PhD joint research project for which they utilized SAS to focus on customer intelligence in the area of loyalty and predictive modeling.

Geert and Wouter were delighted to have been awarded the once in a lifetime opportunity to attend SAS Forum International in Lisbon. After presenting to a full house Geert enthused: "I am extremely grateful, pleased and also a little proud that I received the opportunity to be present at the Forum as a SAS 2005 Student Ambassador. First of all, because it allowed me to gain insight into best practices in the domain of Customer Intelligence in Europe and beyond. Whilst having a strong interest in this field during my PhD, some of the presentations were really eye openers in terms of creativity, business relevance and vision, and they managed to change my view on a domain of my interest in merely 2 (action-packed) days. Secondly, because we were able to match our research and vision with the audience on our own 30-minute presentation, which has lead to various interesting debates and contact opportunities afterwards. And finally, but most importantly, because the Academic Program Team spared no efforts to introduce us to business leaders, consultants and academics we would have definitely not be able to meet otherwise, and who were very generous in sharing their wisdom with the younger generation. I could think of no reason why a student with SAS skills would not want to try to enroll in this competition, as this is the best possible stepping stone from academia to business, and we had a lot of fun taking part in it."

As education becomes more global, and following on from the success of the European Student Ambassador Program, we are pleased to announce the launch of the Student Ambassador Program in the United States, Latin America and Canada. This program is designed to support and recognize student researchers who use SAS in innovative ways that benefit their respective industries and fields of study. Ultimately, student participants will compete for a chance to be named a SAS Student Ambassador and will earn the opportunity to make a presentation at the SAS Users Group International Conference (SUGI), March 26-29, 2006, in San Francisco.

SAS skills are in great demand, and SUGI is an excellent way to gain exposure. While at the conference, students will have the opportunity to interact with an international audience of SAS users including researchers, business leaders, SAS experts, and specialists from every industry and sector. For more information about the Student Ambassador Program, please e-mail ambassadorprogram@sas.com and include your name and preferred contact information.

In addition, following on from the unprecedented success of the SAS Student Fellowship Program in Europe, students in the United States, Latin America and Canada will soon be able to take advantage of this program as well. To be launched in August, this program is designed to give students the opportunity to use the world's leading analytic and business intelligence software for research purposes. Doctoral, master's and undergraduate students are eligible to apply to receive free SAS software for a limited time to conduct research projects. A

limited number of students will be accepted into this prestigious program, and in addition to software, students will have access to training and support, as well as SAS experts who can provide valuable mentoring and expertise. For more information about the SAS Student Fellowship Program, please e-mail fellowshipprogram@sas.com and include your name and preferred contact information.