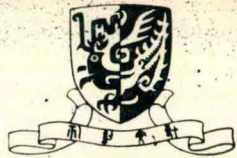


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新聞稿 PRESS RELEASE

The third of the series of five lectures to celebrate the 25th Anniversary of The Chinese University of Hong Kong will be presented by the Faculty of Business Administration on Friday, August 26 at 4:15 pm in Room Ll, R C Lee Lecture Hall on the University campus in Shatin. Professor Abraham Charnes will speak on "Towards Management Science". All are welcome to attend.

Professor Abraham Charnes, Director of the Center for Cybernetic Studies of the University of Texas at Austin, is a prominent pioneer in the field of Management Science/Operations Research (MS/OR). Over the past decades, he has helped lay the foundation in the development of Linear and Non Linear Programming, Stochastic Programming, Multi-Objective Programming, & Game Theory. He has also made numerous significant contributions to the novel applications of MS/OR in business management, economics, statistics and engineering.

In the lecture, problems and progress over the last twenty-five years in the synthesis of a science of management for business and industrial organizations will be surveyed through examples in the major functional areas of planning, operations, and control. Applications in the areas of transportation planning, finance, production, and manpower planning will be examined. Directions of future development and research will also be discussed.

Professor Charnes has served as President of the Institute of Management Science in the United States and as editor and associate editor of many scholarly journals around the world. He is concurrently the J P Harbin UT Regents' Chair Professor in the University of Texas at Austin and holds the title of University System Professor across The University of Texas System. He also serves as consultant to more than 200 companies and government agencies in areas dealing with modeling, systems analysis, etc. He has published widely, with over 400 research papers and books.

Professor Charnes is the recipient of many awards including the John von Neumann Theory Prize of The Institute of Management Sciences and the Operations Research Society of America; and the Award for Outstanding Research Contributions of the College of Business Administration Foundation Advisory Council.

August 21, 1988