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The Agency for Science, Technology and Research (A\*STAR) and the Singapore Management University (SMU) will establish a centre, tapping on high performance computing technology, big data analytics and behavioural sciences, to study the human behaviour - PHOTO: SMU

THE Agency for Science, Technology and Research (A\*STAR) and the Singapore Management University (SMU) will establish a centre, tapping on high performance computing technology, big data analytics and behavioural sciences, to study the human behaviour.

In a release on Wednesday, the two group said the Centre for Technology and Social-Behavioural Insights (CTSBI) said the information can be used to enhance planning and address issues in different areas such as retail, logistics, urban planning, education and community development.

The centre will be officially operational from July 1 2014.

It is funded by A\*STAR's Joint Council Office (JCO), which supports R&D that brings together

multidisciplinary capabilities.

SMU will contribute manpower and other research resources.

The centre will be helmed by two co-directors, Dr Victor Tong from A\*STAR and Professor David Chan from SMU.