

Publication: The Business Times, p 9

Date: 10 April 2013 Headline: SMU, Pudong institute in research tie-up

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SINGAPORE Management University's Institute of Service Excellence and the **Pudong Innovation** Research Institute signed a letter of agreement yesterday to develop a user satisfaction measure for services in Shanghai's Zhangjiang Hi-Tech Park together. Research findings will be used to develop the park's public services and improve its competitiveness. The two-year programme ends in April 2015.