International Conference on Value Engineering and Management (ICVEM 2012)

Innovation in Value Methodology

Hong Kong 6 – 7 December 2012

ISBN: 978-1-63266-627-7

Printed from e-media with permission by:

Curran Associates, Inc. 57 Morehouse Lane Red Hook, NY 12571



Some format issues inherent in the e-media version may also appear in this print version.

Copyright© (2012) by Hong Kong Polytechnic University Dept. of Building & Real Estate All rights reserved.

Printed by Curran Associates, Inc. (2014)

For permission requests, please contact Hong Kong Polytechnic University Dept. of Building & Real Estate at the address below.

Hong Kong Polytechnic University Dept. of Building and Real Estate c/o Prof. Geoffrey Q.P. Shen Hung Hom, Kowloon, Hong Kong

Phone: 852 2766 5817 Fax: 852 2766 5131

bsqpshen@polyu.edu.hk

Additional copies of this publication are available from:

Curran Associates, Inc. 57 Morehouse Lane Red Hook, NY 12571 USA Phone: 845-758-0400 Fax: 845-758-2634 Email: curran@proceedings.com Web: www.proceedings.com

TABLE OF CONTENTS

Messages from the conference chairmen	1
About the conference organisers	2
List of supporting organisations	3
Conference Organising Committee	4
Conference Scientific Committee	5
Conference Programe	6
Keynote Speakers	8
Speakers	10

SECTION A : SUCCESSFUL VALUE MANAGEMENT STORIES

A1.	Conceptual design of Sunda strait bridge using value engineering method17 Berawi, M.A., Susantono, Banmbang, Miraj, P., Gunawan and Husin, A.E. (Indonesia)	
A2.	Integration of risk management and value management – an Australian case study	
A.3	Application of Value Engineering at Public Private Partnership project to improve quality of feasibility study (Case Study: Airport Railway in Indonesia)	
A4.	Value problems solving at design stage of the Malaysian public construction projects	
A5.	Value analysis of brand clothing marketing	
SECTION B : PROJECT ADMINISTRATION AND VALUE MANAGEMENT		
B1.	A comparison of the decision-making processes involved in public engagement and value management practices in Hong Kong45 Leung Mei-Yung and Yu Jingyu (Hong Kong SAR)	
B2.	Activity based funding of assets	
B3.	A pilot study on the integration of risk and value management	

B4.	Driving best value portfolios, program and projects through the application of value assurance
В5.	Exploring governance issues on collaborative contracts in the construction industry
B6.	Improving construction project performance using quality and value management
B7.	Pathology of the value engineering change proposal and introduced corrective solution in Iran80Payam Faraji, Ali Kabiry and Afsoon Haghahipour (Iran)
B8.	Target Value Design: Managing sustainability values in construction85 Novak Vera (USA)
B9.	The new development of value engineering and lean management - Lean value management
B10.	Value management in infrastructure projects design: Unlocking project teams' creativity
B11.	Value management in Malaysian: Past, present and future105 Mohamad Ramly Zuhaili and Geoffrey Qiping Shen (Hong Kong SAR)
B12.	Value(s) and Management: there's value everywhere!111 Olaf de HEMMER (France)

SECTION C : SUSTAINABILITY AND VALUE MANAGEMENT

SECTION D : NEUROSCIENCE, NEUROIE AND VALUE MANAGEMENT

- **D2.** Neuro-efficiency in the production line: Theory of value engineering131 Qingguo Ma, Yujing Huang, Qingguo Ma, Qian Shang and Fuzhou Chen (China)

D3.	Neural value analysis: A new direction for neurodesign and neuroergonomics
	Qingguo Ma, Huijian Fu and Shengwei Wang (China)
D4.	Production process improvement based on neurodesign137 Qingguo Ma, Jun Bian, Hujian Fu, Guanxiong Pei and Mengting Zhang (China)
D5.	The application of neuro-value engineering in automobile design140 Qingguo Ma, Meng Liang and Xiao Can (China)
Ackno	wledgement144