



The Institute of Marine Engineering, Science & Technology



Eastern USA Branch

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October 14, 2016

MEETING NOTICE

The next technical meeting of the IMarEST Eastern USA Branch will be a joint session with the Society of Naval Architects and Marine Engineers (SNAME), the Society of Marine Port Engineers (SMPE), and the American Society of Naval Engineers (ASNE). This meeting is being hosted by SNAME.

Date: Wednesday, October 26, 2016

Location: SUNY Auditorium
The State University of New York
116 East 55th Street, New York, NY 10022
(55th Street between Lexington & Park Avenues)

Topic: Innovation Adopters' Selection Priorities – The Case of Alternative Fuels

Presenter: Amit Mokashi, PhD

<u>Time:</u>	Social Hour & Hot	– 5:30 PM	<u>Cost:</u>	Members	– \$40.00
	Buffet Bar			Non-Members	– \$55.00
	Technical Session	– 7:00 PM		Student Members	– \$15.00
				Student Non-Members	– \$25.00

Additional details about this presentation and future meetings can be found on the following pages.

Please E-mail your plans to attend to Bradley Golden, Chairman & Honorary Secretary (bradley.golden@tritec-marine.com) by Monday, October 24, 2016. We encourage inviting prospective new members interested in joining the Institute to attend a technical meeting as a guest of the Eastern USA Branch of the IMarEST.

Best regards,

Bradley D.M. Golden, Chairman & Honorary Secretary

Vice Chair – Technical
Paul Hormann
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Honorary Secretary Emeritus
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TECHNICAL PRESENTATION INFORMATION

Date: Wednesday, October 26, 2016

Location: SUNY Auditorium
The State University of New York
116 East 55th Street, New York, NY 10022
(55th Street between Lexington & Park Avenues)

Topic: Innovation Adopters' Selection Priorities – The Case of Alternative Fuels

Presenter: **Amit Mokashi, PhD**

Dr. Amit J. Mokashi is a marine engineer with an unlimited Chief Engineer's license for steam and motor ships. He has an M.Sc. in maritime operations (UK) and a Ph.D. in marine policy (USA). This presentation is based on his post-doctoral research in adoption of alternative fuels with Grenoble École de Management (France). He is currently working as an Assistant Professor at the New Jersey City University and teaches management and transportation.

Abstract: Changing environmental priorities have increased interest in alternative fuels as a strategic option. Criteria used for evaluation of alternative fuels are a significant issue in their selection because of the variation in perspectives amongst the adopters, as well as possibly between them and the researchers, of their desired attributes. Careful selection of criteria would enable an informed evaluation leading to reliable prediction of their successful adoption and diffusion.

This presentation focuses on the relative importance of the decision criteria used by alternative fuel adopters in the Great Lakes region to maintain geographic consistency of influencing factors. The criteria selected for evaluation were those that could be mapped with the relevant attributes for diffusion of innovation. Everett Rogers looked at the list of criteria used by farmers to develop a universal list of attributes of diffusion of innovation. Here we map these attributes onto the context of adoption of alternative fuels.

This presentation is expected to be accredited for 1 PDH. Please contact SNAME's Professional Engineer Continuing Education Program Evaluator, Professor Alan Rowen (alanrowen@gmail.com), for more details.



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NEW YORK AREA JOINT SOCIETIES' MEETING SCHEDULE, 2016-2017

Date	Day	Event	Host	Location	Presentation
29 Sep 2016	Thursday	SNAME Meeting Past Chairmen's Night	SNAME	SUNY Audit 116 E. 55 th St	CFD Paper Timothy Yen PhD /CD-Adapco
26 Oct 2016	Wednesday	SNAME/IMarEST/SMPE/ ASNE Joint Meeting	SNAME	SUNY Audit 116 E. 55 th St	Innovation Adopters' Selection Priorities – The Case of Alternative Fuels Amit Mokashi
2-5 Nov 2016	Tuesday- Saturday	SNAME Maritime Convention Bellevue Washington	SNAME	Bellevue WA	Papers at Meeting
16 Nov 2016	Wednesday	SNAME/IMarEST/SMPE/ ASNE Joint Meeting	SNAME	SUNY Audit 116 E. 55 th St	Vessel Environmental Performance/ Brian Ackerman USMMA
8 Dec 2016	Thursday	SNAME/IMarEST/SMPE/ ASNE Joint Meeting	SMPE	Peninsula Newark	TBD
(TBD) Jan 17	(TBD)	SNAME/IMarEST/SMPE/ ASNE Joint Meeting	SMPE	Peninsula Newark	TBD
(TBD) Feb 17		SMPE Family Day	SMPE	Landmark	TBD
(TBD)	(TBD)	ASNE Day 2016	ASNE	Washington, DC	Papers at Meeting
9 Mar 2017	Wednesday	SNAME/IMarEST/SMPE/ ASNE Joint Meeting SNAME Elections	IMarEST	SUNY Audit 116 E. 55 th St	TBD
12 Apr 2017	Wednesday	SNAME/IMarEST/SMPE/ ASNE Joint Meeting (Student Paper Night)	SNAME	SUNY Audit 116 E. 55 th St	Student Papers
17 May 2017	Wednesday	SNAME/IMarEST/SMPE/ ASNE Joint Meeting	ASNE	SUNY Audit 116 E. 55 th St	TBD
7 Jun 2017	Wednesday	SNAME/IMarEST/SMPE/ ASNE Joint Meeting	SNAME	SUNY Audit 116 E. 55 th St	TBD