AI Empowering Business Decisions

December 1st 2024, Yingdong Academic Hall, Beijing Normal University

Opening & Welcome Host: HU Conghui, Professor of Finance, Associate Dean, Business School, Beijing Normal University	Title	City Country	GMT+8 (Beijing Time)
◆ SUN Zhijun, Professor, Chairman of the School Council, Business School, Beijing Normal University	Opening remarks	Beijing, China	08:45 - 08:50
◆ Erran Carmel, Professor of Information Technology and Analytics Kogod School of Business, American University	Opening remarks	Washington D.C., USA Online	08:50 - 09:00

Group Photo

01 Morning Session Chair: HU Conghui, Professor of Finance, Associate Dean, Business School, Beijing Normal University	Title	City Country	GMT+8 (Beijing Time)
◆ TANG Ke, Professor in Economics, School of Social Sciences, Director, Zhi Shan Academy, Tsinghua University	Teaching Economics to the Machines	Bejing, China	09:00 - 09:30
◆ Alberto Rossi, Professor, McDonough School of Business, Georgetown University	The Present and Future of Robo-advice	Washington D.C., USA Online	09:30 - 10:00
◆ Tan,Yinliang (Ricky), Professor, Decision Sciences and Management Information Systems, China Europe Business School; C. T. Bauer School of Business, Houston University	Artificial Intelligence and Business Transformation	Bejing, China	10:00 - 10:30

10:30-10:45 Tea Break

02 Morning Session Chair: GONG Shiyang, Professor of Marketing, Business School, Beijing Normal University	Title	City Country	GMT+8 (Beijing Time)
◆ Kiyoshi HORI, Vice-President for Admission and Career Affairs, Professor of Industrial Organization and Small Business Studies, College of Arts and Sciences, J. F. Oberlin University, Tokyo	Recent Trends in ICT Utilization, Digital Transformation, and AI Utilization in Japanese SMEs	Bejing, China	10:45 - 11:15
◆ LI Xiang,General Manager, Baidu Intelligent Cloud Innovation Business Department	Cases of Artificial Intelligence in Business	Bejing, China	11:15 - 11:45

03 Afternoon Session [Parallel Forum 1]
Chair: ZHENG Feihu, Associate Professor of International Trade, Business School, Beijing Normal University

Speaker	Title	City Country	GMT+8 (Beijing Time)
◆ **Moon Hwy-Chang**, President, Professor of Strategic Management Seoul School of Integrated Science and Technology	The High-tech Ecosystem: ABCD Technologies and Their Related Industries	Seoul, Korea Online	**14:00 - 14:30**
◆ **Kase Kimio**, Professor, Former President of International University of Japan	Sense-Making in Action and Survival and Prosperity through Systemic Inefficiency: Business-level and Corporate-level Strategy — A Longitudinal Analysis of Samuel Doria Medina's Management Trajectory	Madrid, Spain Online	**14:30 - 15:00**
◆ **Kirankumar S.Momaya**, Professor, Indian Institute of Technology, Bombay	AI and Corporate Management: Emerging Findings from a Case of Public Sector Banks	Bombay, Indian Online	**15:00 - 15:30**
◆ **Saverio Romeo**, Senior Lecturer, Birkbeck College, University of London	The Use of Generative AI in Small Businesses	London, UK Online	**15:30 - 16:00**

04 Afternoon Session [Parallel Forum 2]
Chair: LI Ran, Associate Professor of Human Resource Management, Business School, Beijing Normal University

Speaker	Title	City Country	GMT+8 (Beijing Time)
◆ **Wenzhen Xu**, Assitant Professor, Business School, Hitotsubashi University	From Big Data to Human-centered AI: Navigating Japanese Innovation in Smart City and HR Solutions	Tokyo,Japan Online	**14:00 - 14:30**
◆ **Zeyang Chen**, Assistant Professor, Renmin University of China	Nudging to Save: Two Field Experiments of China's Personal Pension Program	Beijing, China Online	**14:30 - 15:00**
◆ **Shumiao Ouyang**, Associate Professor, Saïd Business School, University of Oxford	How Ethical Should AI Be? How AI Alignment Shapes the Risk Preferences of LLMs	London, UK Online	**15:00 - 15:30**
◆ **WANG Xue**, Assistant Professor Business School, Beijing Normal University	Boundary Theory and AI: How Role Integration Affects Consumer AI Adoption	Beijing, China Online	**15:30 - 16:00**

End

◀ 欢迎入校听会！为方便主办方为您预留座位，请有意线下听会的人员务必扫码报名，谢谢您的配合！

学说 邀请您观看直播专题 ▶
起止时间：2024 年 12 月 1 日 8:30-16:30

报名二维码   直播二维码