Over the past decade, data of all sorts have exploded, such as customer interactions, financial transactions, and entertainment services. Reams of data cascade at unprecedented rates from sensors embedded in process machinery collecting operations data, or location data from smartphones to understand teens’ purchasing habits. Big data are shaping business decisions and the ways they operate and compete. As such, Hong Kong Institute of Business Studies (HKIBS), Faculty of Business, Lingnan University, is pleased to announce the Symposium on “Innovation in the Era of Big Data”. We aim to raise the awareness of this trend among the public and enterprises in Hong Kong, facilitate the development of big data analytics and applications, and promote Hong Kong as an innovation hub in Asia. The symposium will provide opportunities for executives and professionals from industries and business students to learn about the latest development of big data and innovation in finance, marketing and management, and the competitive edge they can advance for firms.

Keynote Speakers

Dr. Lee George LAM, BBS
Chairman, Hong Kong Cyberport Management Company Limited

Prof. Witman HUNG, JP
National People Congress Deputy; Executive Chairman, Chinese Big Data Society

Prof. Ivy YANG
HKIBS Associate Director; Associate Professor, Department of Management, Faculty of Business, Lingnan University
Symposium Program

09:30 – 10:00  Registration

10:00 – 10:15  Welcome Remarks

10:15 – 12:00  Keynote Speeches

12:00 – 14:00  Lunch

14:00 – 17:15  Round Table Sessions
  • Online Retailer/Consumption in Big Data Era
  • Fintech Innovation in Big Data Era

17:15 – 17:30  Closing Remarks

Registration

Registration Deadline: 13 March 2020, Friday

Registration Link:
https://www.ln.edu.hk/sys/regbuilder/registration/Symposium_Innovation_2020

We look forward to meeting you at Lingnan University.

Should you have any questions, please feel free to contact HKIBS (Tel: 2616-8373, email: hkibs@ln.edu.hk) or Dr Wenting Zhu (Tel: 2616-8371, email: wentingzhu@ln.edu.hk).