

Seminars on Decision Making by Prof. Liang, Ting-Peng

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Date: **23 October 2017**

Time: **10:30 am to 12:30 pm**

Venue: **RLB 302, Research Complex, HKSYU**

Title: **Frontiers in Electronic Commerce
and Internet Marketing Research**

Language: **English**

Date: **25 October 2017**

Time: **10:45 am to 12:35 pm**

Venue: **Lady Lily Shaw Hall, HKSYU**

Title: **面對新技術經濟：是回避？還是擁抱？**

Language: **Mandarin**

Title: **Frontiers in Electronic Commerce and Internet Marketing Research**

Abstract:

The rapid proliferation of Internet and mobile technology has created great opportunities for entrepreneurship and academic research in electronic commerce and online marketing. In this talk, the speaker will share his recent research and his view of future trends in this areas, including new technologies, research issues, and new methodologies such as big data analytics and decision neurosciences.

標題: **面對新技術經濟：是回避？還是擁抱？**

摘要:

資訊與網路科技的快速變化，不論在企業經營和眾人生活都帶來極大的衝擊。在可見的將來，大數據及監控的技術隨時都在掌握我們的活動，人工智慧則隊幾乎所有的職位帶來很大的影響。面臨這樣的科技環境，年輕人應該抱持怎樣的態度，應該學習那些專業，以便給自己一個更好的未來，是個極具挑戰性的課題。在這個講座中，我們將整理可見的科技發展趨勢，並提出年輕人面對未來的思考與建議。

Registration: <http://ids.hksyu.edu/irp/news-and-events/events>

Free Admission

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