

Centre for Ageing and Healthcare Management Research Methodology Workshop

- Date** : 10 June 2019 (Monday)
Time : 10:30 am to 12:30 pm
Venue : Room 705, PolyU Hung Hom Bay Campus
Topic : Applications of AI and Big Data in Business Research

Abstract:

The current revolution in business is triggered by three key technologies, namely, Artificial Intelligence (A), Big data (B) and Cloud computing (C). In this ABC era today, we are able to use massive volume of text, voice data and image data to extend the traditional KYC (Know Your Customers) research to include “Know Your Competitors” and “Know Your Company” study. In this workshop, I will share our text mining experience on customer review analysis for the fashion industry, skincare industry and airline industry, and illustrate how the text mining results can be used to better understand our customers, competitors and company.

Speaker: Professor LAU, Kin-nam

Department of Marketing

CUHK Business School

The Chinese University of Hong Kong

Dr. Lau is a professor in Marketing in the Chinese University of Hong Kong (Shatin campus). He also serves as a professor in Shen Zhen Finance Institute in the Chinese University of Hong Kong (Shen Zhen campus). His teaching and research areas include CRM, marketing analytics, big data marketing and AI marketing. He was the principle investigator for many data mining projects with leading companies in the financial industry and the retail industry. In addition, he is frequently invited as a speaker in big data marketing by local and mainland companies. He received the faculty award from 2012 to 2016, and Shared University Research award in 2014 and 2016 from IBM. He collaborated with IBM and other mainland universities on the A100 (Analytics 100) program to help companies on their Big Data initiatives. He is the recipient of the Scholar Marketer award (2016) from the Hong Kong Institute of Marketing.



Moderator: Dr. Adam WONG

Founding Member, CAHMR

School of Professional Education and Executive Development

The Hong Kong Polytechnic University



Snacks and drinks will be provided at the workshop

Kindly make the reservation with Mr. Tommy NG at kctng@speed-polyu.edu.hk
on or before **8 June 2019 (Saturday)**

All staff are
welcome!