

报告 6

大数据时代下的行为研究：旧酒新瓶？

Behavioral Research in Big Data Era - Old Wine in a New Bottle?

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报告摘要 Abstract

We, in the past few years, see the growing flow, or even inundation, of articles and reports in Harvard Business Review, Sloan Management Review, McKinsey Global Surveys, Boston Consulting Group and IBM Research Reports, etc., discussing the promises, opportunities and challenges of big data and/or business analytics for productivity, value creation, innovation, and business transformation. The attention generated from these and many other publications on the same topic to senior management of business organizations all over the world is no doubt phenomenal. This gives a very clear signal to us, as researchers in business and management, regardless of what disciplines, that this is an area we should pay attention to. As a “behavioral” researcher, this talk aims to take a look on the potential opportunities and challenges of conducting behavioral research in this big data/business analytics era. In particular, I would like to pose a question to the audience on “Is behavioral research with big data a genuine new research area or just old wine in a new bottle?” and “Does it matter?”