

## 报告 2

大数据驱动新实体经济的 O2O 创新

**Big Data Driven O2O Innovation in the Real Economic Sector**

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### 讲者介绍 Biography

赵建良现任香港城市大学商学院资讯系统讲座教授，并曾任该系系主任（2009-2015）。他曾任亚利桑那大学的 Eller 讲座教授和管理信息系统代理系主任（2006-2007），并曾经在香港科技大学和威廉玛丽学院任教。他从加利福尼亚大学伯克利分校哈斯商学院获得管理博士学位。他的研究方向为信息技术与管理及在商务和金融等领域的风险管理、协调管理、工作流管理和信息服务。他目前的研究侧重点包括大数据、区块链、社交网络、和金融科技。他现在担任国际互联网金融中心及商务创新与计算实验室主任。他已在相关学术年会和杂志发表了 200 多篇论文，并担任若干学术杂志的编委和多个年会的会议主席。他于 2005 年获得 IBM 学院奖，并于 2009 年获中国教育部颁授的清华大学长江学者讲座教授。

J. Leon Zhao is Chair Professor in Information Systems and held its headship from 2009 to 2015 at the College of Business, City University of Hong Kong. He was Interim Head (2006-2007) and Eller Professor in MIS, University of Arizona. He has also taught at HKUST and College of William and Mary. He holds PhD from Haas School of Business, UC Berkeley. His research is on information technology and management with a particular focus on risk management, collaboration and workflow management, and information services for business and finance. His current interests include big data, blockchain, social networks, and FinTech. He is director of Center on Global Internet Finance and Lab on Enterprise Process Innovation and Computing. He has published over 200 academic papers in conferences and journals and held various editorships in several academic journals and chairpersonships in numerous conferences. He received IBM Faculty Award in 2005 and was awarded Chang Jiang Scholar Chair Professorship at Tsinghua University in 2009.