报告6

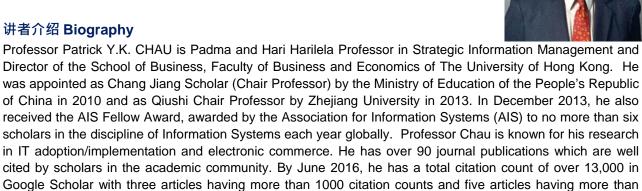
大数据时代下的行为研究:旧酒新瓶?

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

周荫強教授 | 香港大学夏利莱伉俪基金教授(战略信息管理学)、商学院主任

讲者介绍 Biography

Information Systems.



500 citation counts. He is currently the Editor-in-Chief of Information and Management, a major academic journal with 40+ years of history and well-regarded as among the top five journals in the discipline of

