

## 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?**

周荫强教授 | 香港大学夏利莱伧俪基金教授（战略信息管理学）、商学院主任



### 讲者介绍 Biography

Professor Patrick Y.K. CHAU is Padma and Hari Harilela Professor in Strategic Information Management and Director of the School of Business, Faculty of Business and Economics of The University of Hong Kong. He was appointed as Chang Jiang Scholar (Chair Professor) by the Ministry of Education of the People's Republic of China in 2010 and as Qiushi Chair Professor by Zhejiang University in 2013. In December 2013, he also received the AIS Fellow Award, awarded by the Association for Information Systems (AIS) to no more than six scholars in the discipline of Information Systems each year globally. Professor Chau is known for his research in IT adoption/implementation and electronic commerce. He has over 90 journal publications which are well cited by scholars in the academic community. By June 2016, he has a total citation count of over 13,000 in Google Scholar with three articles having more than 1000 citation counts and five articles having more than 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 Information Systems.