

# 报告 10

商业分析与大数据

**Business Analytics and Big Data**

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## 讲者介绍 Biography

沈海鹏教授，2003 年美国宾夕法尼亚大学沃顿商学院统计学博士，美国统计学会 Fellow 和国际统计研究院 Elected Member。2015 年 9 月全职加入香港大学经济及工商管理学院，现任创新与信息管理学教授，Area Coordinator。2003-2015 期间在美国北卡罗莱纳大学教堂山分校统计与运筹学系历任助理教授，终身副教授，终身教授。他的研究围绕着如何用数据来支持不确定因素下的决策，包括高维数据分析方法论及其在商业管理和精准医疗领域的交叉研究。他的科研经费来自于美国国家自然科学基金会，美国国立卫生研究院，和施乐基金会。他目前担任多家国际一流学术期刊的副主编，包括《美国统计学会期刊》、《管理科学》、《应用统计学年鉴》及《技术计量学》。他最近协助创立了国内第一家卒中专科的国际学术期刊《卒中与血管神经》，是第一届编委内唯一非神经科专家的编委，负责精准医疗方面的论文。他在香港大学教授工商管理硕士及高层管理人员培训项目的商业分析课程。他已有 10 名毕业的博士生在美国研究型大学任职（Princeton 运筹与金融工程系，UIUC 商学院运筹管理系，Columbia 健康政策和管理系，Columbia 生物统计系，Purdue 统计系等等）。他还担任过美国银行、阿尔卡特-朗讯，葛兰素史克、施乐等跨国公司的质询顾问。

Prof. Haipeng Shen received his PhD in Statistics from The Wharton School of Business, University of Pennsylvania in 2003, and is Fellow of the American Statistical Association and Elected Member of the International Statistical Institute. He is currently Professor and the Area Coordinator of Innovation and Information Management, Faculty of Business and Economics, University of Hong Kong (HKU). Between 2003 and 2015, he was Assistant/Associate/Full Professor of Statistics and Operations Research, University of North Carolina at Chapel Hill. His research evolves around the theme of data-driven decision making in the face of uncertainty, including fundamental statistical research about challenges imposed by big data (high dimensionality and complex structure), as well as interdisciplinary analytical research in business analytics and precision medicine. He has received funding from US NSF, NIH, and The Xerox Foundation. He currently serves as Associate Editor for several flagship journals - Journal of the American Statistical Association, Management Science, Annals of Applied Statistics, and Technometrics. He is a founding editorial board member of China's first international stroke journal - Stroke and Vascular Neurology, and its only non-neurologist editor responsible for precision medicine. He teaches business analytics at HKU's MBA and Executive Education programmes. He has placed ten PhD students as faculty members of US research universities including Princeton, Columbia, UIUC, Purdue and so on. He has collaborated with industry partners such as Allcatel-Lucent, Bank of America, GlaxoSmithKline, and Xerox.