

报告 12

地震风险下的家庭和社会网络

Family and Social Networks under Earthquake Risk

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讲者介绍 Biography

贾建民教授现任香港中文大学商学院市场学系教授和系主任、教育部「长江学者讲座教授」、西南交通大学经济管理学院名誉院长。同时他还担任全国 MBA 教育指导委员会委员、国家自然科学基金委管理科学部专家咨询委员会委员、四川省人大常委会委员。贾教授在美国得克萨斯大学（奥斯汀）商学院获得博士学位，他的博士论文「风险度量和风险 - 价值理论」获得克萨斯大学（奥斯汀）杰出博士论文荣誉提名奖。他曾获美国 INFORMS 决策分析学会研究生论文竞赛最佳论文奖、美国 INFORMS Franz Edelman Finalist 等奖项。他的研究兴趣包括大数据营销、社会网络、风险分析、行为决策等多个方面的，其论文发表在《Management Science》、《Marketing Science》、《Journal of Consumer Research》、《Operations Research》等管理领域的国际顶级学术期刊。他曾担任美国《Operations Research》杂志副主编、美国营销科学学会学术董事、西南交通大学经济管理学院院长等职；他是国家杰出青年科学基金获得者及教育部创新团队带头人。贾教授还拥有丰富的企业咨询和培训经验，服务对象包括中信银行、中国电信、中国移动、中铁集团、广铁集团、IBM 等。

Jianmin Jia is a professor and the chairman in the Department of Marketing at the Chinese University of Hong Kong, Chang Jiang Chair Professor appointed by the Ministry of Education, China, and honorary Dean of School of Economics and Management, Southwest Jiaotong University, China. Prof. Jia received his PhD from the McCombs School of Business at the University of Texas at Austin in 1995. He was visiting scholar at Carnegie Mellon University and Duke University for three years. Dr. Jia was the prize winner of the 1994 Decision Analysis Student Paper Competition sponsored by the Decision Analysis Society of INFORMS (USA), and his dissertation about risk-value theory received Honorable Mention Award from the University of Texas at Austin. Dr. Jia serves as a member of the National MBA Education Supervisory Committee of China, and a member of the Expert Consultation Committee of the Management Sciences Department of the Natural Science Foundation of China. His research and teaching interests include big data marketing, social networks, consumer choice, and decision making. He was an Associate Editor of Operations Research, Academic Trustee of Marketing Science Institute (USA), and Vice Chairman of the Academic Committee of China Marketing Association. Prof. Jia published in Management Science, Marketing Science, Journal of Consumer Research, Operations Research and other leading international journals.