

报告 28

借力移动大数据的行为研究

Leveraging Mobile Big Data in Behavioral Research

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讲者介绍 Biography

贾轶现任香港大学经济工商管理学院市场营销系助理教授。他 2008 年从耶鲁大学获得经济学学士学位，2013 年从斯坦福大学商学院获得博士学位，2012 年获得美国 Marketing Science Institute 的 Alden G. Clayton 最佳博士论文奖（唯一）。他的研究兴趣包括快乐与经历的效用、风险与不确定性、社会链接的影响等。当前的研究项目涉及使用移动平台大数据来探索社会与个人的结构与行为。其研究成果发表于《Journal of Consumer Research》、《Management Science》、《Psychological Science》、《Journal of Personality and Social Psychology》、《Journal of Experimental Psychology: General》等国际顶尖的管理与心理学学术期刊，也受到国际媒体包括华尔街时报、哈佛工商评论、MSN 等的报道。贾教授也为国内外市场研究机构、电信企业、电子商务企业提供过咨询。

Jayson S. Jia is Assistant Professor of Marketing at the University of Hong Kong. He received his PhD in Marketing from Stanford University and B.A. in Economics from Yale University. His research focuses on pleasure, risk, and connections, and his recent work uses mobile phone networks as population-scale experimental platforms. Broadly speaking, these interests come from three research traditions: behavioral decision making research on risk and uncertainty; psychology research on the nature of pleasure and utility; and big data research on the structure of social connections and experiences. His research has been published in Management Science, Journal of Consumer Research, Journal of Personality and Social Psychology, and Journal of Experimental Psychology: General, and has received popular media coverage by outlets such as the Wall Street Journal, MSN, and Harvard Business Review.