

主题报告 2

大数据驱动的管理与决策研究 - NSFC 重大研究计划框架与思路

**Big Data Driven Management and Decision Sciences –
Overall Framework and Highlights of the NSFC Grand Research Plan**

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讲者介绍 Biography

陈教授现为清华大学经济管理学院 EMC 讲席教授、学术委员会主任，曾长期担任常务副院长。2005 年度获聘教育部长江学者特聘教授。2007 年度复旦管理学杰出贡献奖获得者。2009 年度国际模糊系统学会授予 IFSA Fellow。1999 年度国家杰出青年科学基金获得者。担任国家信息化专家咨询委员会成员；教育部管理科学与工程类专业教学指导委员会主任委员；国家重大研究计划（NSFC：大数据驱动的管理与决策研究）指导专家组组长。担任国际模糊系统学会副主席、中国系统工程学会副理事长、中国信息经济学会副理事长、管理科学与工程学会副理事长、中国管理现代化研究会副理事长等。国际信息系统学会中国分会创始主席（2005-13）、国际高水平商学院联盟联执主席（2010-13）。担任多个国际学术杂志编辑 / 编委、国际学术会议主席。主持 NSFC 重大项目（新兴电子商务领域）、重大项目课题（大数据商务管理领域）等多个国家级科研项目以及企业 IT 战略管理项目等。国家精品课《管理信息系统》负责人、全国百篇优秀博士论文指导教师。主要研究与教学领域包括 IT 战略与管理、电子商务与商务智能、软计算与决策等。

Guoqing Chen currently is EMC Chair Professor at Tsinghua University School of Economics and Management (Tsinghua SEM). He was also appointed China's National Chang-Jiang Scholars Professor by the Ministry of Education of China (MOEC) in 2005. At present, Professor Chen is chair of Steering Committee for the NSFC National Grand Research Plan on big data driven management and decision sciences. Prof. Chen serves in many important committees and societies such as member of China's National Advisory Committee for State Informationization, chairman of the MOEC Educational Steering Committee for management science and engineering disciplines, vice-president of International Fuzzy Systems Association (IFSA), vice-chairman of China's Information Economy Society, vice-chairman of China's Systems Engineering Society, etc. He was founding president of China Association for Information Systems (CNAIS, 2005-13). Professor Chen has been principal investigator for a number of important national research initiatives including Major Projects for China's National Science Foundation (NSFC) on e-business and big data analytics. He has been leader for various international collaboration projects with Belgium, Czech, Germany, UK, USA, etc. His research and teaching interests include IT strategy and management, e-commerce and business analytics, soft computing and decision support, etc.