

## 报告 8

电视节目搜索与商业广告：利用大数据理解公共政策和商业决策  
对于消费者行为的影响的案例研究

**TV Channel Search and Commercial Breaks: A Case Study of Using  
Big Data to Understand the Impacts of Public Policy and Business  
Decisions on Consumer Behavior**

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### 讲者介绍 Biography

陈宇新教授现为上海纽约大学商学部主任，杰出全球商学讲席教授，中国国家「千人计划」专家，并曾任美国西北大学凯洛格商学院市场营销学终身讲席教授，纽约大学斯特恩商学院终身教授。陈宇新教授于 1992 年毕业于复旦大学物理学系，获理学学士；并分别于 1997 和 1999 在美国圣路易斯华盛顿大学获得市场营销学硕士和博士学位。在 1992 - 1994 期间，陈宇新教授曾为硕士学位研究生就读于浙江大学计算机科学系。陈宇新教授的研究领域主要涉及数据驱动营销，互联网营销、竞争战略、零售、定价、广告、结构实证模型、贝叶斯计量经济学、及行为经济学等；并在银行、电信、汽车、电商、旅游、保险、零售、社交媒体、广告、医疗等领域从事了一系列基于数据建模与分析的咨询和研究工作。陈教授现为国际营销科学顶级刊物《营销科学》资深主编，曾荣获 Frank M. Bass 最佳营销学博士论文奖、John D.C. Little 最佳营销学论文奖，INFORMS 营销协会长期影响提名奖，Paul E Green 最佳营销学论文奖等国际学术荣誉。

Prof. Yuxin Chen is the Dean of Business and the Distinguished Global Professor of Business at New York University Shanghai, with an affiliation with Stern School of Business, New York University. Dr. Chen is also a "Thousand Talents" scholar in China. Dr. Chen's primary research areas include data-driven marketing, Internet marketing, pricing, retailing, competitive strategies, structural empirical models, Bayesian econometric methods, and behavioral economics. Dr. Chen received Frank M. Bass Award and John D.C. Little Award in 2001, and the Paul E. Green Award in 2012. In addition, he was a finalist for INFORMS Society for Marketing Science Long Term Impact Award in 2011. Currently, Dr. Chen serves as a Senior Editor of Marketing Science. Dr. Chen received his B.S. in Physics from Fudan University, a MSBA and a Ph.D. in Marketing from Washington University in St. Louis. He also studied in Computer Science department in the Graduate School of Zhejiang University.