

报告 9

移动互联网用户购物行为分析

An Empirical Analysis of the Mobile Shopping Behavior

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讲者介绍 Biography

陈煜波·清华大学经济管理学院副院长、教授、互联网发展与治理研究中心主任·国家杰出青年科学基金获得者·国家万人计划青年拔尖人才。美国佛罗里达大学管理学博士·东南大学系统工程硕士·工业管理工程学士。加入清华大学前曾任美国亚利桑那大学艾勒管理学院副教授、终身教职。主要研究领域为：1) 大数据与全球互联时代的商业创新·2) 移动互联网环境下的市场变革与商务分析·3) 中国经济的数字化转型·4) 气候变化与可持续发展战略。在 Management Science、Journal of Marketing、Journal of Marketing Research、Marketing Science 等管理学和市场营销学国际顶级学术期刊上发表多篇学术论文·其中一篇被 ISI 列入 Management Science 近 10 年被引用次数最高论文·曾获美国运筹学和管理学研究协会 Frank Bass 最佳论文提名奖、美国市场营销协会 MSI/H. Paul Root 最佳论文提名奖、William F. O'Dell 最佳论文提名奖、Journal of Interactive Marketing 最佳论文奖和 Emerald 卓越引文奖。主持国家杰出青年科学基金项目「全球互联时代的市场营销与商业创新」和国家自然科学基金重点项目「移动互联网环境下的用户行为与商业创新」·兼任中国信息化百人会成员、清华大学数据科学研究院管委会委员、清华大学大数据硕士教育指导委员会委员、沃顿商学院未来广告项目全球顾问委员会委员、荷兰蒂尔堡大学和美国北卡罗来纳大学高等国际营销知识中心学术委员会委员及《营销科学学报》专业主编。曾获美国亚利桑那大学管理学院院长优秀教学奖、院长课程创新奖、亚利桑那大学学生校友会授予杰出高等教育工作者、清华经管学院优秀教学二等奖、高管培训优秀教学奖等优秀教学奖项。

CHEN Yubo is Associate Dean, Professor, and Director of Center for Internet Development and Governance at School of Economics and Management, Tsinghua University. He received his Ph. D. in Marketing from the University of Florida, M. Eng. in Systems Engineering and B. Eng. in Industrial Management Engineering from Southeast University. Before joining Tsinghua SEM., he was a tenured professor at Eller College of Management, University of Arizona, USA. He is a recipient of the National Science Fund for Distinguished Young Scholars from the National Natural Science Foundation of China, and selected for the Top-Notch Young Professionals Program of China. Prof. Chen's main research areas include 1) big data and business innovation in the networked world; 2) market transformation and business analytics in the mobile internet era; 3) digital transformation of Chinese economy, and 4) climate change and sustainability strategy. Prof. Chen has published many articles in top marketing and business journals such as the Journal of Marketing, the Journal of Marketing Research, Marketing Science, and Management Science, including one article been listed as "Most Cited Papers" at Management Science in the last ten years by ISI. His research has won many international awards and recognitions, including INFORMS Frank M. Bass Best Paper Finalist Award, MSI/Paul H. Root Award Finalist, William F. O'Dell Award Finalist, Journal of Interactive Marketing Best Paper Award and Emerald Citations of Excellence. Prof. Chen is actively involved in many leading research institutions and professional organizations in China, U.S., and Europe. He is a member of Chinalfo 100, the Management Committee of Tsinghua Institute of Data Science, the Global Advisory Board of The Wharton Future of Advertising Program, Academic Trustee of AiMark, and the Area Editor of Journal of Marketing Science. Prof. Chen has won many teaching awards and recognitions, including Dean's Award for Teaching Excellence and Dean's Course Innovation Award by Eller College of Management at the University of Arizona, Outstanding Educator of Higher Education by University of Arizona Student Alumni Association, and Teaching Excellence Award (Second Class) and Excellent Teaching Award for Executive Education at Tsinghua SEM.