

Programme Rundown

Date/Time	25 June 2022 (Sat); 09:00 to 17:20 HKT
Participants	Company Executives, HKU Faculty, Students and Alumni
Venue	HKU Business School · HKU Business School Shenzhen Campus · Livestreaming
Fee	Complimentary

Morning Events

Main Venue: Shenzhen (Media Finance Center, 48F)

Livestreaming available at: Hong Kong (Room 315, 3/F, K.K. Leung Building, HKU, Pokfulam)

Language: Putonghua

09:00 – 09:10 HKT	Welcome Remarks (in Hong Kong) Professor Haipeng Shen, Associate Dean (Executive Education), HKU Business School
09:10 – 09:20 HKT	Opening Speech Special Guest from Local Government
09:20 – 09:50 HKT	Keynote 1 Topic: The development of future digital economy in the Greater Bay area from the perspective of the rise of high-tech industries in Shenzhen Mr. Guohong Liu, Assistant Dean, China Development Institute
09:50 – 10:20 HKT	Keynote 2 Topic: Building a digital ecosystem together to empower the industrial transformation of the Greater Bay Area Mr. Kunlei Dong, GM at China Resources Digital Ltd., Dean of the Research Institute for the Digital Development of Chinese Central SOE, Chairman of the GBA Collaborative Innovation Union for the Chinese Central SOE.
10:20 – 10:50 HKT	Keynote 3 (in Hong Kong) Topic: The Human-Data-Algorithm Triangle and the Managerial Problems in the Age of Digital Economy Dr. Wei Zhang, Associate Professor; Associate Director, Institute of Digital Economy and Innovation
10:50 – 11:00 HKT	Break
11:00 – 12:00 HKT	Panel Discussion Topic: Enhancing Industry-University-Research Collaboration on Data, Analytics, and Intelligence <ul style="list-style-type: none"> • Dr. Hailiang Chen, Associate Professor, HKU Business School, MSc(BA) Director • Ms. Yi Mao, Vice President, China International Marine Containers (Group) Company Ltd. • Mr. Youping Song, Deputy Head of Management Information Department, Industrial and Commercial Bank of China (Asia) Ltd. • Mr. Daoyuan Yang, People Analytics Analyst, Human Technology Center, Tencent
12:00 – 13:50 HKT	Lunch Break

Afternoon Events

Main Venue: Hong Kong (Room 315, 3/F, K.K. Leung Building, HKU, Pokfulam)

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Language: English

13:50 – 14:00 HKT	Welcome Remarks Professor Yulin Fang, Director, Institute of Digital Economy and Innovation
14:00 – 14:20 HKT	Keynote 4 Topic: Data Infrastructure for Digital Transformation Mr. Herman Lam, Managing Director, Greater China, Cisco Systems (HK) Ltd.
14:20 – 14:40 HKT	Keynote 5 Topic: Analytics-Driven Know-Your-Customer (KYC) in the Banking Industry Mr. Michael Leung, Board of Directors of HK Cyberport Management Company Ltd.
14:40 – 15:00 HKT	Keynote 6 Topic: Digital Transformation in GBA and the Need for Analytics Services Mr. Francis Ngai, Honorary Secretary & VP - Industry Relations, Hong Kong Computer Society
15:00 – 15:10 HKT	Break
15:10 – 15:30 HKT	MSc(BA) Capstone Project Presentation 1 Topic: Monocrystalline Intelligent Manufacturing <i>Supervised by: Prof. Haipeng Shen</i> Corporate Partner: Raipiot (Yunan Yuzhe)
15:30 – 15:50 HKT	MSc(BA) Capstone Project Presentation 2 Topic: Discover slippage with on-chain data <i>Supervised by: Dr. Hailiang Chen</i> Corporate Partner: Blockpour
15:50 – 16:00 HKT	Break
16:00 – 16:20 HKT	MSc(BA) Capstone Project Presentation 3 Topic: Equity index basis prediction and mutual fund performance evaluation <i>Supervised by: Dr. Weichen Wang</i> Corporate Partner: Beijing Prism Private Fund Management Co. Ltd.
16:20 – 16:40 HKT	MSc(BA) Capstone Project Presentation 4 Topic: Predicting successful sales leads <i>Supervised by: Dr. Qingchen Wang</i> Corporate Partner: CoPilot AI
16:40 – 16:50 HKT	Break
16:50 – 17:20 HKT	Award Ceremony & Closing Remarks Professor Haipeng Shen, Associate Dean (Executive Education), HKU Business School