



-Program Schedule-

Date: 7th -8th June 2018

Venue: Room 404, Weilun Building, School of Economics and Management, Tsinghua University

DAY 1 (June 7)	Activities
0830-0845	Registration
0845-0900	Opening Remarks Prof CHEN Yubo , Associate Dean and Director of CIDG, Tsinghua SEM Prof KE Bin , Provost's Chair, Director of AARC, NUS Business School
0900-1000	Industry Keynote Speech– 1 TOPIC: COMMERCIAL APPLICATION OF AI Presenter: Mr. Watson YIN , Vice President of Baidu *(45min speech +15 min Q&A)
1000-1025	tea break
1025-1110	Regular presentation – 1 Title: A Model of Customer Reward Programs with Finite Expiration Terms Presenter: Assoc Prof SUN Yacheng (Tsinghua University)
1110-1115	5 mins short break
1115-1145	PhD Presentation – 1 Title: Can Fixed Fees Better Align Suppliers' Incentives in a Credence Goods Market? Presenter: MIAO Wei (National University of Singapore)
1145-1330	Lunch
1330-1415	Regular Presentation – 2 Title: Shepherding the Herd Presenter: Assoc Prof Jussi Keppo (National University of Singapore)
1415-1440	tea break
1440-1510	PhD Presentation – 2 Title: Hybrid E-commerce Platform: When an Online Retailer Offers Own Delivery Service Presenter: WU Banggang (Tsinghua University)
1510-1555	Regular Presentation – 3 Title: Estimating the Helpfulness of Online Product Reviews: an Iterative Bayesian Probability Approach Presenter: Assoc Prof GUO Xunhua (Tsinghua University)
1555-1625	PhD Presentation – 3 Title: Intelligent Decision Support in Two-sided Trade Negotiations Using Simulations and Multiple Attribute Decision-Making (MADM) Presenter: WANG Jiexuan (National University of Singapore)
1625-1800	Free time
1800-2000	Dinner



DAY 2 (June 8)	Activities
0900-1000	<p>Industry Keynote Speech– 2</p> <p>TOPIC: LINKEDIN ECONOMIC GRAPH AND GLOBAL DIGITAL TALENT INSIGHTS</p> <p>Presenter:</p> <ul style="list-style-type: none"> ● Mr. WANG Yanping, the General Manager of Public Policy & Government Affairs, LinkedIn China ● Mr. Eason WEI, Economic Graph Director of Public Affairs, LinkedIn China <p>*(45min speech +15 min Q&A)</p>
1000-1025	tea break
1025-1110	<p>Regular Presentation – 4</p> <p>Title: The Impact of Audience Size on Viewer Engagement in Live Streaming: Evidence from a Field Experiment</p> <p>Presenter: Assist Prof YAO Dai (National University of Singapore)</p>
1110-1115	5 mins short break
1115-1145	<p>PhD Presentation – 4</p> <p>Title: A dynamic Structure Model of Customer Learning on Mobile Payment</p> <p>Presenter: WU Shaohui (Tsinghua University)</p>
1145-1330	Lunch
1330-1415	<p>Regular Presentation – 5</p> <p>Title: Ad Fraud Under the Vertical Contract Structure</p> <p>Presenter: Assist Prof LIANG Yitian (Tsinghua University)</p>
1415-1440	tea break
1440-1510	<p>PhD Presentation – 5</p> <p>Title: Multi-Step Matching in Peer-To-Peer Sharing Markets</p> <p>Presenter: TANG Chuang (National University of Singapore)</p>
1510-1555	<p>Regular Presentation – 6</p> <p>Title: Making lemonade from lemons: Response to adverse actions in two-sided market, the case of Singapore's taxi industry</p> <p>Presenter Dr. DUONG Hai Long (National University of Singapore)</p>
1555-1625	<p>PhD Presentation – 6</p> <p>Title: With Whom Will You Compete? Exploring the Links Between Competitor Types and Self-Regulation in Online Learning</p> <p>Presenter: DENG Hongshuyu (Tsinghua University)</p>
1625-1800	Free time
1800-2000	Dinner

Note: There will be 45 minutes for regular presentations and 30 minutes for PhD presentations.