



北京航空航天大学
BEIHANG UNIVERSITY



经济管理学院
SCHOOL OF ECONOMICS AND MANAGEMENT



2020 ESCP-Beihang大数据硕士交换项目

ESCP Europe-Beihang Student Exchange Program

**BIG DATA ANALYTICS OF COVID-19
FOR A SAFER WORLD TOMORROW**

**探索新冠肺炎大数据
共待美好世界新未来**

主办方:

北京航空航天大学

BEIHANG UNIVERSITY

欧洲高等商学院

ESCP BUSINESS SCHOOL

2020.05.18-05.22

**Schedule of
2020 ESCP-Beihang International
Exchange Program
(Big Data Analytics of Covid-19 for a
Safer World Tomorrow)**

18 May 2020 - 22 May 2020

School of Economics and Management

BeiHang University

会议议程 / PROGRAM

	时间 / TIME		内容 / CONTENT	主讲人 / SPEAKER
	Beijing LT (GMT+8)	Paris LT (GMT+2)		
18 May Mon	16:00-17:30	10:00-11:30	Welcome Remark	Prof. Junjie Wu (Vice Dean of SEM, Beihang University)
			Introduction to School of Economics and Management (SEM), Beihang University	Prof. Jin-Xing Hao (Assistant Dean of SEM, Beihang University)
			Overview of 2020 ESCP-Beihang International Exchange Program	Prof. Wei Zhou, Prof. Louis-David Benyayer (Program Academic Directors, ESCP Business School)
	19:00-20:30	13:00-14:30	Introduction to Data Challenge: Big Data Analytics of Covid-19 for a Safer World Tomorrow	Dr. Cong Wang (Peking University)
21:00-22:30	15:00 - 16:30	Seminar 1: Talent Analytics: From Rule of Thumb to Data Science	Prof. Hui Xiong (Rutgers, the State University of New Jersey)	
19 May Tue	16:00-17:30	10:00-11:30	Seminar 2: Enterprise Intelligent Transformation in the New Era	Bill Xu (Director, SAP Labs China)
	19:00-20:30	13:00-14:30	Consulting Workshop	Prof. Wei Zhou (ESCP Business School) Sha Zhu (ESCP Business School) Huihui Chi (ESCP Business School) Fei Pan (ESCP Business School) Prof. Jin-Xing Hao (Beihang University) Dr. Guannan Liu (Beihang University) Yutian Chang (Beihang University) Jinming Qu (Beihang University)
	21:00-22:30	15:00 - 16:30		
20 May Wed	16:00-17:30	10:00-11:30	Seminar 3: Introduction to Deep Learning	Dr. Guannan Liu (Beihang University)
	19:00-20:30	13:00-14:30	Seminar 4: FinTech in China: How AI is Transforming Consumer Financing	Dr. Hao Zhong (EZFintel Shenzhen Ltd)
	21:00-22:30	15:00 - 16:30	Consulting Workshop	Prof. Wei Zhou (ESCP Business School) Sha Zhu (ESCP Business School) Huihui Chi (ESCP Business School) Fei Pan (ESCP Business School) Prof. Jin-Xing Hao (Beihang University) Dr. Guannan Liu (Beihang University) Yutian Chang (Beihang University) Jinming Qu (Beihang University)
21 May Thu	16:00-17:30	10:00-11:30	Consulting Workshop	Prof. Wei Zhou (ESCP Business School) Sha Zhu (ESCP Business School) Huihui Chi (ESCP Business School) Fei Pan (ESCP Business School) Prof. Jin-Xing Hao (Beihang University) Dr. Guannan Liu (Beihang University) Yutian Chang (Beihang University) Jinming Qu (Beihang University)
	19:00-20:30	13:00-14:30		
	21:00-22:30	15:00 - 16:30		
22 May Fri	16:00-17:30	10:00-11:30	Project Presentation with Jury Feedback	Prof. Wei Zhou (ESCP Business School) Prof. Louis-David Benyayer (ESCP Business School) Sha Zhu (ESCP Business School) Prof. Jin-Xing Hao (Beihang University) Dr. Guannan Liu (Beihang University) Dr. Cong Wang (Peking University)
	19:00-20:30	13:00-14:30		
	20:30-20:45	14:30 - 14:45	Closing Remark	Prof. Ying Fan (Dean of SEM, Beihang University) Prof. Wei Zhou (ESCP Business School)

Seminar 1. Talent Analytics: From Rule of Thumb to Data Science

Speaker: Prof. Hui Xiong

Dr. Hui Xiong is currently a Full Professor at the Rutgers, the State University of New Jersey, where he received the 2018 Ram Charan Management Practice Award as the Grand Prix winner from the Harvard Business Review, RBS Dean's Research Professorship (2016), the Rutgers University Board of Trustees Research Fellowship for Scholarly Excellence (2009), the ICDM Best Research Paper Award (2011), and the IEEE ICDM Outstanding Service Award (2017). He received the Ph.D. degree from the University of Minnesota (UMN), USA. He is a co-Editor-in-Chief of Encyclopedia of GIS, an Associate Editor of IEEE Transactions on Big Data (TBD), ACM Transactions on Knowledge Discovery from Data (TKDD), and ACM Transactions on Management Information Systems (TMIS). He has served regularly on the organization and program committees of numerous conferences, including as a Program Co-Chair of the Industrial and Government Track for the 18th ACM SIGKDD International Conference on Knowledge Discovery and Data Mining (KDD), a Program Co-Chair for the IEEE 2013 International Conference on Data Mining (ICDM), a General Co-Chair for the IEEE 2015 International Conference on Data Mining (ICDM), and a Program Co-Chair of the Research Track for the 2018 ACM SIGKDD International Conference on Knowledge Discovery and Data Mining. He is an IEEE Fellow and an ACM Distinguished Scientist.



ABSTRACT

The big data trend has made its way to talent management. Indeed, the availability of large-scale human resources (HR) data provide unparalleled opportunities for business leaders to understand talent behaviors and generate useful talent knowledge, which in turn deliver intelligence for real-time decision making and effective people management at work. In this talk, we introduce the powerful set of innovative big data techniques developed for intelligent human resource management, such as recruiting, performance evaluation, talent retention, talent development, job matching, team management, leadership development, and organization culture analysis. In addition, we will also demonstrate how the results of talent analytics can be used for other business applications, such as market trend analysis and financial investment.

特邀报告 / SEMINAR

Seminar 2. Enterprise Intelligent Transformation in the New Era

Speaker: Bill Xu



Director of Strategic Planning and Operation of SAP Labs ,
China

Head of SAP Labs China Internal Innovation & Incubation

Head of SAP Labs China Digital School

Master of Software Engineering Shanghai Jiaotong University

Professional Project Manager & Certified PMP

Division Director of Division Q ToastMasters International
(2015-2016)

Bill Xu joined in SAP BusinessObjects in 2007, is director of strategic planning and operation of SAP Labs China; head of SAP Labs China internal innovation & incubation; head of SAP Labs China Digital School.

Prior to this position, Bill Xu as global program manager has been responsible for Global Business Intelligent product development and delivery. He managed teams in 4 countries like China, Canada, France, India. Bill Xu worked in countries Germany, US, Singapore, India, United States and has rich experience in leading international teams with multi-culture background.

Bill Xu has taken different roles in Toastmaster International. He has taken as Area I2 director from 2014~2015; he was nominated as Division I director from 2015~2016.

ABSTRACT

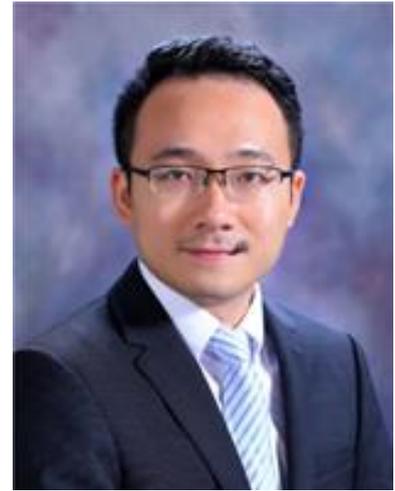
Now, our society is in the fourth industrial revolution. Enterprises are using big data and intelligent technology (artificial intelligence, analysis, Internet of things, blockchain) to help enterprises operate more intelligently and efficiently. As the leader of traditional ERP market, SAP is also leading the transformation of smart enterprises in the new Era. This speech will discuss how SAP can build a smart enterprise (taking big data, industry 4.0, digital supply chain and analysis cloud as examples), and will focus on the application cases of SAP's big data based artificial intelligence at the enterprise level.

特邀报告 / SEMINAR

Seminar 3. Introduction to Deep Learning

Speaker: Prof. Guannan Liu

Dr. Guannan Liu is currently an Assistant Professor in the Department of Information Systems with Beihang University, Beijing, China. He received the Ph.D. degree from Tsinghua University, China. His research interests include data mining, business analytics. His work has been published in the journal of IEEE TKDE, ACM TKDD, ACM TIST, Decision Support Systems, etc. He has also published papers in top conferences such as KDD, ICDM, SDM etc. He has also served as program committee members of top conferences including KDD, AAAI, etc.



ABSTRACT

Deep learning has become one of the most promising research fields in recent years, which has also greatly boosted the development of Artificial Intelligence (AI). In this tutorial, we will introduce the basic concepts, algorithms, and applications of deep learning. We will start with the history of AI in the past decades, and introduce the basic structure of deep learning. In addition, we will introduce two most classical types of deep learning, the Convolutional Neural Network (CNN) and Recurrent Neural Network (RNN). Finally, we will conclude the tutorial with several application cases.

特邀报告 / SEMINAR

Seminar 4. FinTech in China: How AI is transforming Consumer Financing

Speaker: Prof. Hao Zhong

Dr. Hao Zhong was a founding member and Big Data Scientist of EZFintel (Shenzhen) Ltd., a new FinTech company that leverages the power of Big Data and AI to provide risk management products and solutions for top financial clients in China. He will be joining the Department of Information & Operations Management at ESCP-Business School as a tenure-track assistant professor in Sept. 2020. He received his Ph.D. degree in Management (conc. on data mining) from Rutgers, the State University of New Jersey. His general areas of research are data mining, venture analytics and FinTech. He has several publications in top venues of data mining and operations research, including refereed journals (ANOR, IEEE TMC, IEEE TKDE) and conference proceedings (ACM SIGKDD, IEEE ICDM, SIAM SDM, etc.).



ABSTRACT

In recent years, FinTech has driven an unprecedented transformation of finance around the world, which makes the term even “buzzier” than a buzz word. It brings out a wide range of emerging areas and applications, including mobile banking, consumer financing, e-payments, Robo-visor, HFT (high frequency trading), Cryptocurrency, etc. In this talk, we will give a general introduction on current development and major trends of FinTech in China. For the most part, we focus on consumer financing business and present how Fintech leverages cutting-edge Big Data and AI technologies to analyze and understand individual consumer behavior in order to provide better services for both financial institutions and consumers..

组织结构 / ORGANIZATION

ESCP Business School			Beihang University		
Academic Directors	Prof. Wei Zhou	Prof. Louis david Benyayer	Directors	Prof. Jin-Xing Hao	Dr . Guannan Liu
Teaching Assistant	Huihui Chi	Sha ZHU	Teaching Assistant	Yutian Chang	Jinming Qu
Admin coordinator	Andrea Gommans	Julie TESTAERT	Admin coordinator	Kaihui Zhu	
Media	Sarah Assaraf	Yseult De ferriere le vayer	Media	Ke Pu	
Promotion	Nathalie Quintin		Technical support	Yan Meng	

