



## -Program Schedule-

Date: 7<sup>th</sup> -8<sup>th</sup> 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 <b>CHEN Yubo</b> , Associate Dean and Director of CIDG, Tsinghua SEM Prof <b>KE Bin</b> , Provost's Chair, Director of AARC, NUS Business School
0900-1000	Industry Keynote Speech– 1 TOPIC: COMMERCIAL APPLICATION OF AI Presenter: Mr. <b>Watson YIN</b> , 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 <b>SUN Yacheng</b> (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: <b>MIAO Wei</b> (National University of Singapore)
1145-1330	Lunch
1330-1415	Regular Presentation – 2 Title: Shepherding the Herd Presenter: Assoc Prof <b>Jussi Keppo</b> (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: <b>WU Banggang</b> (Tsinghua University)
1510-1555	Regular Presentation – 3 Title: Estimating the Helpfulness of Online Product Reviews: an Iterative Bayesian Probability Approach Presenter: Assoc Prof <b>GUO Xunhua</b> (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: <b>WANG Jiexuan</b> (National University of Singapore)
1625-1800	Free time
1800-2000	Dinner



DAY 2 (June 8 )	Activities
<b>0900-1000</b>	<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"> <li>● <b>Mr. WANG Yanping</b>, the General Manager of Public Policy &amp; Government Affairs, LinkedIn China</li> <li>● <b>Mr. Eason WEI</b>, Economic Graph Director of Public Affairs, LinkedIn China</li> </ul> <p>*(45min speech +15 min Q&amp;A)</p>
<b>1000-1025</b>	tea break
<b>1025-1110</b>	<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 <b>YAO Dai</b> (National University of Singapore)</p>
<b>1110-1115</b>	5 mins short break
<b>1115-1145</b>	<p>PhD Presentation – 4</p> <p>Title: A dynamic Structure Model of Customer Learning on Mobile Payment</p> <p>Presenter: <b>WU Shaohui</b> (Tsinghua University)</p>
<b>1145-1330</b>	Lunch
<b>1330-1415</b>	<p>Regular Presentation – 5</p> <p>Title: Ad Fraud Under the Vertical Contract Structure</p> <p>Presenter: Assist Prof <b>LIANG Yitian</b> (Tsinghua University)</p>
<b>1415-1440</b>	tea break
<b>1440-1510</b>	<p>PhD Presentation – 5</p> <p>Title: Multi-Step Matching in Peer-To-Peer Sharing Markets</p> <p>Presenter: <b>TANG Chuang</b> (National University of Singapore)</p>
<b>1510-1555</b>	<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 <b>Dr. DUONG Hai Long</b> (National University of Singapore)</p>
<b>1555-1625</b>	<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: <b>DENG Hongshuyu</b> (Tsinghua University)</p>
<b>1625-1800</b>	Free time
<b>1800-2000</b>	Dinner

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