学术报告

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报告题目：

*Big Data, IoT, and Analytics Empowering the Customer*

报告时间：April 18, 2017 16:00—18：00

报告地点： 经管楼704

 报告简介：

The Internet of Things (IoT) allows objects to be sensed and managed over the networks, which creates opportunities for more direct integration between the physical world and computer-based systems. People-centric sensing or social sensing then transforms how we sense the world. Today, social sensing complements physical sensing by substantially extending the horizon we know about the world in real time. We discuss how we can integrate physical and social sensing to enable better and smarter services. We use city mobility services to demonstrate the potential of the proposed integration. We discuss a big data driven approach and tool that facilitates capturing, understanding, and evaluation of customers’ perception and needs of services in real time. We will explain a big data based framework in support of data retrieving, aggregations, transformations, and visualizations, empowering the customers. An implementation with smart services using examples will be presented. We will also discuss how the proposed approach can be adopted in enhancing healthcare applications and decision-making in the patient-centric healthcare service community.

报告人简介：

Robin Qiu holds a Ph.D. in Industrial Engineering and a Ph.D. (minor) in Computer Science both from The Pennsylvania State University (graduated in 1996), where he is currently Director of Big Data Lab and Professor of Information Science. He is Chair of the INFORMS Section on Service Science. He has had over 160 peer-reviewed publications, including 3 books. He is on the advisory board of *Service Science* and serves as an associate editor of *IEEE Transactions on Systems, Man and Cybernetics* and *IEEE Transactions on Industrial Informatics*. He was the Editor-in-Chief of *Service Science* and the Editor-in-Chief of *International Journal of Services Operations and Informatics*. He founded and served as General co-Chair of *the 2009 INFORMS International Conference on Service Science*. He founded the annual *IEEE International Conference on Service Operations and Logistics, and Informatics* (SOLI) and served as its General co-Chair from 2005 to 2008. Dr. Qiu’s research interests include Big Data, Data Analytics, Smart Service Systems, Service Science, Service Operations and Management, Information Systems, and Manufacturing and Supply Chain Management.

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