



光华管理学院
Guanghua School of Management

FIRST WORLD CONGRESS AND 2016 ASIA PACIFIC DSI CONFERENCE

MANAGING BIG DATA AND DECISION MAKING IN A NEW GLOBAL ECONOMY

Beijing, China July 24-27, 2016

全球经济新视野下的大数据和决策支持管理

**FIRST WORLD CONGRESS
AND 2016 ASIA PACIFIC DSI CONFERENCE**

JULY 24 – JULY 27, 2016

Host by

Guanghua School of Management, Peking University

Haidian District, Beijing

<http://www.dsiworldcongress2016.org/>

**Theme: MANAGING BIG DATA AND DECISION
MAKING IN A NEW GLOBAL ECONOMY**

About the Conference

With the advent of the era of big data, how to manage the data becomes a serious problem in the business world. Many companies have large amounts of data but struggle to analyze them to get the most benefit. A recent study by Gartner Research indicates that less than five percent of e-commerce companies use big data or predictive analytic software. Typically, only the biggest companies such as Amazon.com, China's Alibaba and Japan's Rakuten are serious about putting in the money to make this happen. Currently, most of the data is only used to identify trends and increase sales by driving more customers to their online stores. As such there are great opportunities for academics to analyze the data in different ways to extract information useful to companies to improve their competitive position.

With the rapid development of the Chinese economy in recent years, a large number

of enterprises with extraordinary vitality have emerged such as Huawei, Alibaba, and Baidu. These enterprises have grown because they draw on the outstanding experience of foreign enterprises but at the same time they engrave deeply the characteristics of Chinese culture into the business model. To understand the success of these emerging Chinese enterprises better, we need to develop a new research perspective.

The objective of the conference is not only to promote the development of theory and technology in the field of decision sciences but also create an excellent academic platform for international scholars to exchange research ideas.

Conference Venue

Guanghua School of Management, Peking University
Haidian District, Beijing

Vibrant City of Beijing

Beijing is the capital of China and is the third largest city in the world with 21 million people. The city is the political, cultural, and education center of China. Beijing has the second busiest airport in the world by passenger traffic. The city has seven UNESCO World Heritage sites – Forbidden City, Temple of Heaven, Summer Palace, Ming Tombs, Zhoukoudian, Great Wall, and Grand Canals.

Conference Tracks

Competitive papers or detailed abstracts and proposals for symposia, tutorials, workshops and panels are invited for submission. The submission deadline for full papers is April 1, 2016 and for abstracts is April 15, 2016.

Sessions involving practitioners will be given special consideration. Submissions will be blind refereed and accepted papers will be published in the Conference Proceedings. By submitting the manuscript, the author certifies that it has not been previously published in a journal or conference proceeding. The author retains copyright ownership but grants to DSI World Congress a license to circulate and display the manuscript to conference attendees. In addition, at least one of the authors certifies that he/she intends to register for and attend the conference to present the paper if it is accepted.

- Accounting
- Asian Studies
- Business Analytics & Big Data
- Business Policy & Strategy
- Cases, Workshops & Special Sessions
- E-Commerce
- Economics

- Entertainment & Sports Management
- Entrepreneurship
- ERP & Manufacturing Management
- Finance
- Health Care Management
- Hospitality Management
- Human Resource Management
- International Business
- Innovative Education
- Knowledge Management
- Law & Ethics
- Marketing
- Manufacturing Management
- MS/OR Techniques, Models & Applications
- Negotiation
- New Product Development & Product Mgt
- Organization Behavior & Organization Theory
- Quality & Productivity/Risk Management
- Security & IT
- Service Operations
- Social Media
- Statistics & Decision Analysis
- Supply Chain Design, Integration, & Network
- Sustainability
- Technology & Innovation Management

Outstanding Paper Awards

- Best Application Paper
- Best Case Studies Paper
- Best Environmental Issues Paper
- Best Interdisciplinary Paper
- Best Theoretical/Empirical Research Paper
- Russell Ching Best Paper Award on Innovative Education

Submission Deadline

Abstract: April 15, 2016

Paper: April 1, 2016

Tentative Program

July 24, 2016	Registration & Welcome Reception
July 25, 2016	Keynote Presentation & Sessions
July 26, 2016	Keynote Presentation & Sessions, Banquet
July 27, 2016	Sessions, Optional Sightseeing Tour

Program Co-Chairs

- Lihua Chen, Peking University, China
- Honghui Deng, University of Nevada Las Vegas, USA
- G. Keong Leong, California State University Dominguez Hills, USA
- Ming Lei, Peking University, China
- Guanting Chen, Tsinghua University, China
- Ke Liu, Chinese Academy of Sciences, China
- Shuning Wang, Tsinghua University, China
- Xiande Zhao, CEIBS, China

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- Xiaoyan Gong, Peking University
- Moyan Zhao, Peking University
- Xuan Wang, Peking University
- Qing Guo, Peking University
- Shalang Li, Peking University
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Contact Information

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