

Curriculum of 2017 MIS Summer Program at Harbin Institute of Technology "Big Data and Business Analytics"					
Date	Time	Type	Speaker	Participants	Contents
July 4 th	8:00-8:30am	Opening Ceremony		All participants	Opening of the Summer School
	8:30-11:30am	Lecture	Arun Rai	All participants	Achieving Big Data–Theory Synergies Through Research Design and Analytics
	1:00-4:00pm	Lecture	Arun Rai	All participants	Healthcare Analytics
	Evening	Welcome Events		All participants	
July 5 th	8:30-11:30am	Lecture	Alok Gupta	All participants	Using Discrete Event Simulation for IS Research: Methodologies and Examples
	1:00-5:00pm	Author Development Workshop	Editors and authors	Workshop Attending Authors	
	2:00-3:30pm	Lecture	Group Discussion	Other Participants	
July 6 th	8:30-11:30am	Lecture	Anindya Ghose	All participants	Data Analytics in Digital Marketing Part 1
	1:00-4:00pm	Lecture	Anindya Ghose	All participants	Data Analytics in Digital Marketing Part 2
July 7 th	8:30-11:30am	Lecture	Anindya Ghose	All participants	Data Analytics in Digital Marketing Part 3
	1:00-5:00pm	Lecture	Anindya Ghose	All participants	Data Analytics in Digital Marketing Part 4
July 8 th	8:30-11:30am	Lecture	Anindya Ghose	All participants	Data Analytics in Digital Marketing Part 5
	1:00-2:20pm	Lecture	Qiang Ye	All participants	Big Data and Financial Research
	2:20-3:40pm	Lecture	Wanli Min	All participants	人工智能实战案例
	3:40-5:00pm	Lecture	Tao Pang	All participants	线下空间大数据的洞察与营销
July 9 th	8:30-11:30am	Lecture	Lizhen Xu	All participants	Bayesian Data Analysis and Online Advertising Attribution
	1:00-4:00pm	Lecture	D. J. Wu	All participants	Research on Digital Platform Business Models
July 10 th	8:30-10:30am	Lecture	Doug Vogel, Xitong Guo	All participants	Big Data in Healthcare Action
	10:30-11:30am	Lecture	Yang Yang	All participants	AI+时代来临，人工智能引领商业认知变革
	1:00-4:00pm	Free Visit		All participants	
July 11 th	8:30-11:30am	Lecture	Bin Gu	All participants	Emerging Topics in Electronic Commerce Research
	1:00-4:00pm	Lecture	Paul Pavlou	All participants	Online Social Media and Online Social Networks
	Evening	Closing Event		All participants	Closing of the Summer School