

CFRED's 2nd LegalTech Seminar:

BIG DATA PITFALLS

by

Prof. Michael Zhang

Professor, Decision Sciences and Managerial Economics, CUHK

Chaired by: **Prof. David C. Donald**, *Faculty of Law, CUHK*

15 March 2018, Thursday, 12:30 – 2:00p.m.

The CUHK Graduate Law Centre, 2/F Bank of America Tower, 12 Harcourt Road, Central

While big data is playing an increasingly more important role in organizational decision making, there are certain pitfalls that managers and data scientists should avoid. Ten pitfalls of data analytics will be discussed, with examples.

ABOUT THE SPEAKER:



Professor Michael Zhang is a Professor of Decision Sciences and Managerial Economics at the Chinese University of Hong Kong. He holds a PhD in Management from MIT Sloan School of Management, an MSc in Management, a BE in Computer Science and a BA in English from Tsinghua University. Before joining academia, he worked as an analyst for an investment bank, and as an international marketing manager for a high-tech company. He holds a US patent, and cofounded several companies in Social Networking, FinTech, and LegalTech.

Professor Zhang's research interests are on issues related to creation, dissemination and processing of information in business and management contexts. His works study pricing of information goods, online advertising, innovation and incentives, and use of artificial intelligence in financial markets. His research has appeared in *American Economic Review*, *Management Science*, *Journal of Marketing*, *MIS Quarterly*, *Information Systems Research*, *Journal of MIS*, *Decision Support Systems*, and *Journal of Interactive Marketing*. He has also been actively involved in professional services, including serving as a Senior Editor for *Information Systems Research*, an Associate Editor for *Management Science*, a Guest Associate Editor for *MIS Quarterly*. Professor Zhang actively contributes to the society by assuming advising positions for Hong Kong Cyberport Entrepreneurship Center, Alibaba Group's Lakeside (Hu Pan) University, Huawei, China Mobile, China Merchants Securities, Douban.com, and Radica Systems. He is an independent director for NASDAQ-listed company Secoo.

All are welcome!
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