THE CHINESE UNIVERSITY OF HONG KONG
Information Engineering Industry Talk Series
5 September, 2014 (Friday)
T.Y. Wong Hall, 5/F Ho Sin Hang Engineering Building, CUHK

As the new academic year starts, IE Department is hosting the following talks from industry speakers to welcome new students, but all interested parties are welcome to attend.

2:00 - 3:00pm : Internet Policy and Innovation

Speaker : Mr. Andy Yee, Google

The Internet has become key drivers of economic, social and cultural development. It accounts for over 4% of national GDPs in the G-20 economies, and 5.9% of Hong Kong's GDP. But the continuous growth of the Internet economy is not a foregone conclusion. It requires governments not to take actions that impede progress. What kind of policies are essential to the functioning of online services like Google, YouTube, Facebook, Flickr, Twitter, and beyond? What can governments do to encourage growth and innovation? (This talk will be conducted in English)

Biography

Andy Yee is on Google's Public Policy and Government Affairs team, leading the policy efforts in Hong Kong and Taiwan. This entails a full range of internet policy issues including innovation, copyright, privacy, security and free expression. He is a member of the Digital, Information & Telecommunications Committee of the Hong Kong General Chamber of Commerce, and a Councilor of the Hong Kong Information Technology Federation. Before joining Google, Andy was a researcher at the Political Section of the European Union Delegation to China in Beijing, and a former investment banker at UBS and Crédit Agricole. He holds Masters and Bachelor degrees in Information Engineering from the University of Cambridge, and a Masters degree in East Asian Studies from the School of Oriental and African Studies, University of London.

*** Tea Reception ***

3:30 - 4:15pm : How Platforms Make Money ?

Speaker : Dr. Hai Yu, Baidu

Secrets of platform (enterprise) profit are analyzed based on the following theoretical models.
1. Octopus: essential features of the platform and factors influencing the potential of platform profit.
2. Pyramid: demands of the clients, methods to fulfill these demands & the resulting business model.
3. Grid: the main business model of platform is to build marketing route.
4. Volleyball: how to incorporate users with clients and surpass traditional advertisement model by taking advantage of setter pass and smash in volleyball. (This talk will be conducted in Putonghua)
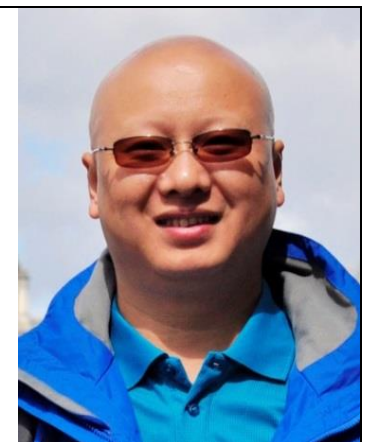
Biography

Hai Yu joined Baidu after gaining his doctorate from Chinese Academy of Sciences in 2006. He is currently the chief business architect of search service group (SSG), the chairman of product committee for SSG planning team and a member of Baidu search architecture committee. He was a senior business analyst of Baidu business analysis, a senior product manager of the commercial product department and the head of commercial product research and planning department. He once took charge of the core mechanism design of Baidu search marketing system and drawing of the blueprint of Baidu commercial products. Based on his unique insights on the Internet commerce model, he has nearly 10 national patents in the related fundamental field. Before joining Baidu, he had worked in the City University of Hong Kong and published the monograph Auction and Online Auction and more than 10 papers on management science in Chinese and English respectively.

4:15 - 5:00pm : Mechanism Design for Keyword Auction

Speaker : Dr. Wenjin Rong, Baidu

With an average income of approximately 100 million yuan per day, Baidu is the biggest advertising media platform in China. Most of the income is obtained by the auction mechanism called keywords auction. Why is this auction mechanism so marvellous? What is its relationship with lots of Nobel laureates? How does it incorporate with small and medium enterprises efficiently in practice? Are there any better choices? (This talk will be conducted in Putonghua)

Biography

Wenjin Rong, Doctor of Finance, graduated from the University of International Business and Economics in 2009 and joined Baidu as an intern student in March, 2007. He is currently a product architect and senior product manager of Phoenix Nest in commercial search department of Baidu, taking charge of search marketing and the design of APP distribution and promotion system. As one of the earliest scholars studying and promoting the Computational Advertising in China, Wenjin Rong gives the lecture Computational Advertising for graduate students in Tsinghua University and Beijing University of Aeronautics and Astronautics, which has more than 1,000 audiences up to now. He has published many research papers and his monograph Mechanism Design Theory and Practice of Search Engine Advertising published by the Science Press is the first one in the related field. Another monograph Flying the Pigeon, Making the code and matching the pair- the market design of the Internet Advertising will be published this year.

*** These talks are open to all undergraduate students irrespective of their major ***

Host: Professor Dah-Ming Chiu (Tel: 3943-8357, Email: dmchiu@ie.cuhk.edu.hk)
Enquiries: Information Engineering Dept., CUHK (Tel.: 3943-8385)