

Management and Marketing *Public Webinar*

Emerging Business Analytics and Disruptive Technologies
Related Issues in Operations Management, Information
Systems, Marketing, and Other Related Domains



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Date: 07 May 2021 (Fri)

Time: 09:00 – 10:30 a.m. (Public lecture)

10:30 – 11:00 a.m. (Q&A session)

Venue: Online via Zoom

To register, please send your name, post, organization, & contact number to mm.notice@polyu.edu.hk on or before 30 Apr 2021 (Fri).

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Subodha Kumar (subodha@temple.edu) is the Paul R. Anderson Distinguished Chair Professor of Marketing and Supply Chain Management and the Founding Director of the Center for Business Analytics and Disruptive Technologies at Temple University's Fox School of Business. He has secondary appointments in Information Systems and Statistical Science Departments. He also serves as the Ph.D. Concentration Advisor for Operations and Supply Chain Management. He is a board member for many organizations. He has been awarded a Changjiang Scholars Chair Professorship by the China's Ministry of Education. He is also a Visiting Professor at the Indian School of Business (ISB). He has served on the faculty of University of Washington and Texas A&M University. He has been keynote speaker and track/cluster chairs at leading conferences. He was elected to become a *Production and Operations Management Society* (POMS) Fellow in 2019. He has received numerous other research and teaching awards. He has published more than 150 papers in reputed journals and refereed conferences. He was ranked #1 worldwide for publishing in *Information Systems Research*. In addition, he has authored a book, book chapters, Harvard Business School cases, and Ivey Business School cases. He also holds a robotics patent. He is routinely cited in different media outlets including *NBC*, *CBS*, *Fox*, *Business Week*, and *New York Post*. He is the *Deputy Editor of Production and Operations Management Journal* and the *Founding Executive Editor of Management and Business Review* (MBR). He also serves on other editorial boards. He was the conference chair for POMS 2018 and DSI 2018, and has co-chaired several other conferences.

Abstract

This presentation will focus on emerging business analytics and disruptive technologies related issues across different business school domains. The goal is to present the details of some ongoing research in different domains and discuss new research ideas. The presentation will cover many topics such as Blockchain, Social Media Analytics, Healthcare Analytics, Omnichannel Retailing, Digital Advertising, IT Management, Supply Chain Analytics, and Sustainability and Humanitarian Operations.