

Seminar Series (Online Webinar): Frontiers of Big Data, AI, and Analytics

We are pleased to welcome Professor Kosuke Uetake, Yale School of Management (Yale University) on Friday 18 September 2020 10:00AM – 11:30AM (Australian Eastern Standard Time (GMT+10)).

Discussion Theme: Big Data and Analytics for Online Platform Market



Professor Kosuke Uetake

Kosuke will discuss how big data and analytics can help us to manage multi-sided online platform markets. Through big data analysis from Prosper.com, an online peer-to-peer lending marketplace, Kosuke also shares new empirical findings on two prominent selling mechanisms in online platforms, auctions and posted prices.

Kosuke's academic work covers wide range of topics from quantitative marketing, industrial organization, and applied microeconomics. His current work focuses on the design of online platforms and understanding the role of asymmetric information in C2C platforms. His's recent research also studies healthcare Big Data using machine learning techniques to tackle obesity, mergers and industry dynamics in high-tech industries, among other interesting projects.

A sample research paper relating to talk:

https://papers.ssrn.com/sol3/papers.cfm?abstract_id=3323083

How to join? To join this event through Zoom, register your attendance from this link by 16 September 2020 (Zoom link is provided 1 day prior to the event)

Link: <https://www.eventbrite.com.au/e/big-data-and-analytics-for-online-platform-market-tickets-116594564481>

Unleashing ideas and insights for harnessing the successful future of business & society!

Co-organizers

Tomohiro Ando (Melbourne Business School, University of Melbourne)

Robert Kohn (UNSW Business School, University of New South Wales)

Valentin Zelenyuk (School of Economics, University of Queensland)