Dr. Wang is an Assistant Professor of Information Management at Shanghai University. Dr. Wang has background of computer science and management science. The main focus of Dr. Wang’s research interest is supply chain and optimization. Dr. Wang’s research is in the pursuit of improved companies’ competition power. This includes comprehensively investigating customers, making sophisticated decisions, and improving operations efficiency.

Dr. Chen is a superior software engineer in Shanghai Liangyou Asset Management Company Limited, China. He has background of computer science and management science. Dr. Chen ranks 20st in the 2009 ACM-ICPC global finals. Dr. Chen’s research interest lies in IT system and strategies of quantitative trading.

Ms. Yan is a PhD student in University of Science and Technology of China. Ms. Yan’s research interests include customer behavior and social media.

Prof. Lim is one of only four prominent scientists selected by the Prime Minister’s Office as a Returning Singaporean Scientists. At present, Prof. Lim is Professor and Head of the Department of Industrial Systems Engineering and Management at The National University of Singapore. Prof. Lim has published over 200 papers in various domains such as computing, engineering, and commerce.