

Current Projects on Sharing Economy and Algorithm Bias

Abstract

This talk will be about my research interests which are directly related to issues arising from the interface of business and technology. Empirical and theoretical methods are used to examine these research issues. Given the high likelihood of heterogeneous audience research interests, the critical details of the current on-going projects will be provided while delving a bit deeper into one research issue.

Speaker



Prof Kannan Srinivasan
H.J. Heinz II Professor of Management, Marketing and Business Technologies

Prof Kannan Srinivasan holds a dual role as a H.J. Heinz II Professor of Management, Marketing and Business Technologies, in Tepper School of Business and Professor of Management, School of Information Systems and Management Heinz College, Carnegie Mellon University. He is on a consultant for several industries such as Apple, IBM, Chrysler, IKEA Furniture, PricewaterhouseCoopers, IBM, etc. He is also plays a key editorial role for several boards e.g. Marketing Science, Journal of Marketing Research and Quantitative Marketing and Economics. He also holds memberships of The American Marketing Association and Informs Society for Marketing Science.

Details

Tuesday, February 4, 2020
10:30 AM - 11:30 AM

Lee Kong Chian LKCSB Seminar Room 2-1
School of Business, Singapore Management University, 50 Stamford Road,
Singapore 178899

We look forward to seeing you at this research seminar.

Register

(Click [here](#) if you do not wish to receive reminder for this event.)