2020 HEC Data Day

February 25, 2020
Location: HEC campus

HEC PARIS

The **2020 HEC Data Day** allows HEC researchers, students and start-ups to present innovative projects dealing with new data and/or data science techniques (machine learning, AI, etc). The audience is made of researchers, Master and Ph.D. students and professionals from partner companies.

Academic sessions

Amphi T206 (T building)

8:30 - 9:00   **Welcome coffee**

9:00 - 9:15   **Welcome Address: Peter Todd, Dean, HEC Paris**
         and Christophe Pérignon, Associate Dean for Research

9:15 - 10:30   **Session 1: Privacy**
         chaired by Christophe Pérignon

- Valeria Stourm (HEC Paris, Marketing): A Framework for Managers to Evaluate and Respond to Privacy Regulation
- Rajaa Elhamdani, David Restrepo (HEC Paris, Law): GDPR App
- Ludovic Stourm (HEC Paris, Marketing): The Drivers in the Diffusion of a Sharing Economy Platform
- Presentation of an HEC startup: Justice.cool

10:30 - 11:00   **Coffee break**

11:00 - 12:30   **Session 2: Social Media and New Data**
         chaired by Kristine De Valck

- Matthias Efing (HEC Paris, Finance): Investing in Demand and Financial Constraints: Evidence from Alibaba's Taobao
- Reza Alibakhshi and Shirish C. Srivastava (HEC Paris, Information Systems): Do Images Speak Louder than Words? Examining the Influence of Image and Text Sentiments on Social Media Engagement
- Cathy Yang (HEC Paris, Marketing): Scalable Content Evaluation: Human Effort and Machine Learning
- Andreas Lanz (HEC Paris, Marketing): The value of social Influencers
- Presentation of a Data Challenge: Natixis Chair with Jean-Edouard Colliard, Vincent Fraitot and the winning team

12:30 - 14:00   **Lunch in Hall d'honneur**
         (only for presenters, guests, faculty, and PhD students)

14:00 - 15:15   **Session 3: Tools and Methods**
         chaired by Jean-Edouard Colliard

- Xitong Li (HEC Paris, Information Systems), Cathy Yang (HEC Paris, Marketing), Sangseok You (HEC Paris, Information Systems): Algorithmic Advice versus Human Advice: Does Communicating Prediction Performance Matter?
- Emmanuel Kemel (HEC Paris, Economics) and Peter Ebbes (HEC Paris, Marketing): Web applications for students to engage with data science
- Gilles Stoltz (HEC Paris, Economics): Managing electricity consumption by providing dynamic tariff incentives
- Presentation of an HEC startup: Data Soluce

| 15:15 - 15:45 | **Coffee break** |

| 15:45 - 17:00 | **Session 4: Using Data Science for Social Good** |
| | **chaired by Peter Ebbes** |

- Jean-Noël Barrot (HEC Paris, Finance and Economics): Data and public policy
- Rodolphe Durand (HEC Paris, Strategy): Organizational Responses to Environmental, Social, and Governance Issues
- Tomasz Michalski and Eric Mengus (HEC Paris, Economics): Location of jobs within cities
- Presentation of a Data Challenge: Antin Chair with Denis Gromb, Vincent Fraitot and the winning team

Evening Corporate Event

Amphi Bellon, S building

| 18:00 - 19:30 | **Round Table: Use Cases on Value Creation using new Data and new Tools** |
| | Moderator: **Shirish C. Srivastav**a (HEC Paris, Information Systems) |

Invited speakers :

Laurie-Anne Ancenys, ALLEN & OVERY
John Hall, ATOS,
Speaker tbc, CAPGEMINI,
François Deprey, GS1,
Eric Chaniot, MICHELIN,
Raphaëlle Abitbol, PUBLICIS SAPIENT

| 19:30 - 20:30 | **Networking Cocktail** |

Organizing Team:
Christophe Pérignon
Jean-Edouard Colliard
Celine Bonnet-Laquitaine
Jean Rémi Gratadour
Francine Lestrade
Geraldine Matheron
Elisabeth Voitoux (Corporate Partnerships)

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This event is sponsored by:

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