

# The 13th KUBS International Symposium of Marketing



Future of Quantitative Marketing

Date May 25th (Friday), 2018

Location Korea University Business School  
LG-POSCO building Rm 432

09:45 – 10:00	Welcome address
10:00 – 11:15	Customer Portfolio Management in the Age of Big Data Speaker: John Zhang, The Wharton School
11:15 – 11:30	Coffee Break
11:30 – 12:45	Heuristic Approaches to Model Learning Speaker: Andrew Tat Tin CHING, University of Toronto
12:45 – 14:00	Lunch Time (Ahn Young il Hall, LG-POSCO Building)
14:00 – 15:15	An Active-Learning-Inspired Approach for Efficient Estimation of Social Intercorrelations in Large-Scale Networks Speaker: Qing Liu, University of Wisconsin
15:15 – 15:30	Coffee Break
15:30 – 16:30	Panel Discussion
16:30 – 16:45	Closing Remark