
GBA AI Alliance Conference 2026

粤港澳大湾区人工智能创新联盟大会

(GAAC 2026)

AI Innovation and Applications: Shaping the Intelligent Economy

人工智能创新与应用：塑造智能经济

CONFERENCE PROGRAMME

11–13 September 2026 · The Chinese University of Hong Kong, Shenzhen

2026 年 9 月 11–13 日 · 香港中文大学（深圳）

34 papers · 8 tracks · 8 parallel sessions · 20 minutes per presentation

共 34 篇论文，8 个 track，8 场平行分会，每篇 20 分钟（含问答）

Introduction to GBA AI Alliance and GAAC

湾区 AI 创新联盟介绍

我们荣幸宣布首届**湾区 AI 创新联盟年会** (GAAC 2026) 即将召开, 本次会议由**湾区 AI 创新联盟**组织。该联盟由**中国信息经济学会**指导, 成员包括 (按笔画排序): 广东工业大学、广州大学、中山大学、华南理工大学、香港大学、香港中文大学、香港中文大学 (深圳)、清华大学 (深圳)、深圳大学、暨南大学、澳门城市大学共 11 所大湾区顶尖高校的经管学院, 旨在促进协作, 共同推动人工智能与商业应用领域的前沿研究。

本届 GAAC 2026 大会由**香港中文大学 (深圳) 经管学院**承办。作为开放论坛, 汇聚学者、行业专家与政策制定者, 共同交流前沿思想、展示创新成果, 并探讨人工智能在学术研究与实际应用中的未来发展。会议包含主题演讲、专题讨论、学术与产业分论坛等环节, 旨在弥合理论与实践之间的鸿沟。

我们邀请来自全球的研究人员、从业者和创新者提交原创性研究成果, 共同参与塑造人工智能发展的下一波浪潮。

We are pleased to announce the inaugural **GBA AI Alliance Conference (GAAC 2026)**, organized by the **AI Innovation and Application Alliance** of the Greater Bay Area. The alliance is guided by the **China Information Economics Association**. It brings together 11 leading management, business and economics schools from universities across the GBA (sorted alphabetically by institution name): City University of Macau, Guangdong University of Technology, Guangzhou University, Jinan University, Shenzhen University, Sun Yat-sen University, The Chinese University of Hong Kong, The Chinese University of Hong Kong (Shenzhen), The South China University of Technology, The University of Hong Kong, and Tsinghua University (Shenzhen), to foster collaboration and advance cutting-edge research in artificial intelligence and business applications.

The GAAC 2026 is organized by the School of Management and Economics of **The Chinese University of Hong Kong, Shenzhen**. This conference will serve as an open forum for scholars, industry experts, and policymakers to exchange ideas, showcase innovations, and discuss the future of AI in research and real-world applications. The conference will feature **keynote speeches, panel discussions, academic and industry track sessions**, all aiming at bridging the gap between theory and practice.

We invite researchers, practitioners, and innovators worldwide to submit original contributions and join us in shaping the next wave of AI development.

Table of Contents

目录

1. Conference Basic Information / 会议基本信息	1
2. Programme at a Glance / 日程总览	3
2.1 Friday, 11 September / 9 月 11 日 (周五)	3
2.2 Saturday, 12 September / 9 月 12 日 (周六)	3
2.3 Sunday, 13 September / 9 月 13 日 (周日)	4
3. Detailed Daily Programme / 分日详细会议议程	5
3.1 Day 1 — Saturday, 12 September 2026 / 第一天 (9 月 12 日 周六)	8
3.2 Day 2 — Sunday, 13 September 2026 / 第二天 (9 月 13 日 周日)	9
4. Panel Discussion / 圆桌论坛	10
4.1 Session Introduction / 论坛介绍	10
4.2 Key Discussion Questions / 核心讨论问题	10
4.3 Moderator Biography / 主持人简介	10
4.4 Panellists Biographies / 论坛嘉宾简介	11
5. Registration Information / 会议注册信息	12
6. Hotel Registration / 酒店预订	12
7. Important Notes / 重要提示	12
8. Contact Information / 联系信息	12
9. Venue & Campus Maps / 会议地点与校园地图	13-14

Programme at a Glance

日程总览

Friday, 11 September 2026 9月11日(周五)

Address: 深圳中海凯骊酒店 地点: The Coli Hotel

Time	Programme
12:00–18:00	Registration 会议报到

Saturday, 12 September 2026 9月12日(周六)

Address: The Chinese University of Hong Kong, Shenzhen, Conference Complex II 地点: 香港中文大学(深圳)会议综合楼II

Time	Programme	Host/Room
08:30–09:00	Opening 开幕式 Welcome Address: Shilu Tong 佟世璐 Opening Address: Kang Xie 谢康	Room CxII 401 Host: J. Leon Zhao 主持人: 赵建良
09:00–10:00	Keynote Session 1 主旨演讲 1 Guangzhong Li 李广众 · Jingqi Wang 王竞奇	Room CxII 401 Host: Yulin Fang 主持人: 方钰麟
10:00–10:20	Coffee Break 茶歇 (20 min)、合影	
10:20–12:00	Keynote Session 2A 主旨演讲 2A(parallel) Weiguo Zhang · Weiquan Wang · Juan Feng · Xiaojie Wu · Zhengrui Jiang 张卫国、王伟泉、冯娟、吴小节、姜正瑞	Room CxII 401 Host: Xi Li 主持人: 李曦
10:20–12:00	Keynote Session 2B 主旨演讲 2B (parallel) Yulin Fang · Wenjing Li · Farzad Sabetzadeh · Siyuan Liu · Xiaolong Xue 方钰麟、黎文靖、法扎德、刘思源、薛小龙	Room CxII 203 Host: Siyuan Liu 主持人: 刘思源
12:00–13:30	Lunch 午餐	
13:30–14:45	Panel Discussion 圆桌论坛 (75 min) From E-Business to Agentic Business: Opportunities and Challenges 从电子商务到智能代理商务: 机遇与挑战 Andy Chow, Zizhuo Wang, Tongpeng Yang, Liang-Jie Zhang, J. Leon Zhao (Moderator) 周昌愿, 王子卓, 杨通鹏, 张良杰, 赵建良	Room CxII 401 Host: Daning Hu 主持人: 胡大宁
14:45–15:00	Coffee Break 茶歇	
15:00–16:20	Parallel Paper Session I 平行论文分会场 I AI Governance 人工智能治理	Room CxII 202 Host: Chuang Wang 主持人: 王创
	GenAI in Platform Economy 平台经济中的生成式人工智能	Room CxII 203 Host: Chaoyue Gao 主持人: 高超越
16:20–17:40	Parallel Paper Session II 平行论文分会场 II Web3 and Agentic Commerce Web3 与主体性商务	Room CxII 202 Chair: Jiaqi Yan 主持人: 严嘉祺
	AI policy, Trustworthiness, and social Impacts 人工智能政策、可信性与社会影响	Room CxII 203 Host: Yanlin Zhang 主持人: 张延林
17:40	Adjourn 第一日议程结束 Conference dinner 欢迎晚宴	

Sunday, 13 September 2026 9月13日(周日)

Address: The Chinese University of Hong Kong, Shenzhen, Conference Complex II 地址: 香港中文大学(深圳)会议综合楼II

Time	Programme	
08:30-10:10	Parallel Paper Session III 平行论文分会场 III AI for healthcare, biomedicine, and public health 医疗健康、生物医学与公共卫生领域人工智能	Room CxII 202 Host: Ben Niu 主持人: 牛奔
	AI-driven Innovation and Digital Transformation 人工智能驱动的创新与数字化转型	Room CxII 203 Host: Xiaolong Wu 主持人: 吴小龙
10:10-10:25	Coffee Break 茶歇	
10:25-12:05	Parallel Paper Session IV 平行论文分会场 IV AI in business, finance, and supply chain 商业、金融与供应链领域的人工智能	Room CxII 202 Host: Ting Xu 主持人: 许婷
	AI, Human-AI Collaboration, and the Future of Work 人工智能、人-人工智能协作与工作的未来	Room CxII 203 Host: Sichen Dong 主持人: 董思辰
12:05-12:15	Best Paper Awards 最佳论文颁奖仪式	CxII 401 Host: Weiquan Wang 主持人: 王伟泉
12:15-12:25	Closing Remarks 闭幕致辞/交接仪式	CxII 401 Host: Jinghua Xiao 主持人: 肖静华
12:25-14:00	Lunch 午餐	
14:00-17:00	Company Visits & Networking 企业参访与交流 (比亚迪和今天国际)	

Day 1 — Saturday, 12 September 2026

第一天 · 2026 年 9 月 12 日 (周六)

08:30–09:00 Opening 开幕式

09:00–10:00 Keynote Session 1 主旨演讲 1

Generative AI in News Production and Stock Price Crash Risk: Evidence from China

新闻生产中的生成式人工智能与股价崩盘风险 —— 来自中国的经验证据

Guangzhong Li, School of Business, Sun Yat-Sen University

李广众, 中山大学管理学院院长

AI Value Chain and Ecosystem

人工智能产业链与生态管理

Jingqi Wang, School of Management and Economics, The Chinese University of Hong Kong (Shenzhen)

王竞奇, 港中深经管院信息系统与运营管理系主任

10:00–10:20 Coffee Break 茶歇

10:20–12:00 Keynote Session 2A & 2B 主旨演讲 2A / 2B

CxII 401

Keynote Session 2A

10:20–10:40 Research on Financial Market Risks and Intelligent Regulation in the Era of Generative AI

生成式人工智能下金融市场风险及智能监管研究

Weiguo Zhang, College of Management at Shenzhen University

张卫国, 深圳大学管理学院院长、教授

10:40–11:00 Effects of Explanations from AI-empowered Voice User Interfaces for Task Failures – An Attributional Perspective

任务“失败”时来自智能语音界面解释的作用：基于归因的视角

Weiquan Wang, School of Management and Economics, The Chinese University of Hong Kong

王伟泉, 香港中文大学商学院教授、决策运营与科技学系主任

11:00–11:20 All Rights Reserved? An Economic Analysis of Copyright Policy on AI-Generated Content

人工智能生成内容版权政策的经济学分析

Juan Feng, Tsinghua Shenzhen International Graduate School

冯娟, 清华大学深圳研究院教授、粤港澳大湾区数字经济研究中心主任

11:20–11:40 The Impact of Integration of Artificial Intelligence and Industrial Technology on Product Innovation Performance in Manufacturing Firms

人工智能与产业技术融合对制造业企业产品创新绩效的影响

Xiaojie Wu, School of Management, Guangzhou University

吴小节, 广东工业大学管理学院院长、教授

11:40–12:00 The Limit of Computing Power is Electricity: City Power Supply and AI Firm Location Selection

算力的尽头是电力：城市供电与人工智能企业选址

JIANG Zhengrui, School of Management and Economics, The Chinese University of Hong Kong

姜正瑞, 港中深经管院教授、信息管理与商业分析哲学硕士-博士项目主任

CxII 203

Keynote Session 2B

- 10:20–10:40 Human-Centered Generative Artificial Intelligence**
以人为本的生成式人工智能
Yulin Fang, Business School, Institute of Digital Economy and Innovation, University of Hong Kong
方钰麟, 香港大学商学院教授, 数字经济与创新研究所所长
- 10:40–11:00 Generative Artificial Intelligence and Capital Market Information Efficiency**
生成式人工智能与资本市场信息效率
Wenjing Li, School of Management, Jinan University
黎文靖, 暨南大学管理学院院长、教授
- 11:00–11:20 Symbiotic Intelligence: When Humans and AI Agents Co-Evolve, Not Compete**
共生智能: 当人类与智能体协同进化而非相互竞争
Farzad Sabetzadeh, Faculty of Business, City university of Macau
法扎德, 澳门城市大学商学院教授、管理分析硕士项目主任
- 11:20–11:40 Human-AI Symbiotic Intelligence: From Theory to Technology and Practice**
人机共生智能: 从理论到技术及实践
Siyuan Liu, School of Business Administration, South China University of Technology
刘思源, 华南理工大学工商管理学院副院长、教授
- 11:40–12:00 Management Education in the AI Era: Paradigm Shifts and Model Innovation**
AI 时代创新型管理类人才培养模式变革与实践探索
Xiaolong Xue, School of Management, Guangzhou University
薛小龙, 广州大学管理学院院长、教授

12:00–13:30 Lunch 午餐

13:30–14:45 Panel Discussion 圆桌论坛

From E-Business to Agentic Business: Opportunities and Challenges (75 minutes)
从电子商务到智能代理商务: 机遇与挑战 (75 分钟)

14:45–15:00 Coffee Break 茶歇 (15 min)

15:00–16:20 Parallel Paper Session I 平行论文分会场

Session 1 · CxII 202 · Track 2

AI Governance AI 治理

Session Chair: **Chuang Wang** (South China University of Technology)

分会场主持人: 王创 (华南理工大学)

- 15:00–15:20 AI in the Court**
Natarajan Balasubramanian (The Ohio State University); Chenyang Pan (Shanghai Jiao Tong University); Jian Xie (Southern University of Science and Technology); Wenjian Xu (Shanghai Jiao Tong University)
- 15:20–15:40 From Outsider to Upstander: Using AI-Generated Information Summaries to Motivate Bystander Intervention in Online Harassment**
Zhizhi He (City University of Hong Kong); Yang-Jun Li (Beijing Institute of Technology); Christy MK Cheung (Hong Kong Baptist University); Matthew K.O. Lee (Hong Kong Metropolitan University)
- 15:40–16:00 Keeping Inquiry Open: A Design Science Study of Inspectable AI Assistance for Research Question Ideation**
Shixian Zhang (South China University of Technology); Chuang WANG (South China University of Technology)
- 16:00–16:20 Which Controversy Sustains Engagement? Sentiment, Factional, and Toxicity Controversy on an AI-Only Social Platform**
Chuang Wang (South China University of Technology); Qi Feng (South China University of Technology)

Session 2 · CxII 203 · Track 7

GenAI in Platform Economy 生成式 AI 与平台经济

Session Chair: **Chaoyue Gao** (University of Science & Technology of China)

分会场主持人: 高超越 (中国科学技术大学)

15:00–15:20 Flexible vs. adaptive products: Analysis of the influence of artificial intelligence on product innovation decision

Hang Xiong (Sun Yat-sen University); Xiaolong Wu (Sun Yat-sen University)

15:20–15:40 From Star IP to Cultural Export: Integrating PLS-SEM and Construct-Aligned Multilingual Comment Analytics

Xuejun Cheng (Monash University); Xinyue Zhao (Shanghai Jiao Tong University); Feiyang Wang (Macau University of Science and Technology); Yong Huang (Jiangxi Modern Polytechnic College)

15:40–16:00 How AI-enabled Immersive Narrative Promotes Cultural Marketing: Cultural Identity Perspective

Jiahong Xu (Hainan University); Lifan Gao (University of Science and Technology of China); Hefu Liu (University of Science and Technology of China); Jingmei Zhou (Renmin University of China)

16:00–16:20 When AI Agents Stop Asking: Platform Self-Preferencing and Seller Manipulation in Agentic Commerce

Wenqian Zhang (Chinese University of Hong Kong, Shenzhen); Hong Guo (Arizona State University); J. Leon Zhao (Chinese University of Hong Kong, Shenzhen)

16:20–17:40 Parallel Paper Session II 平行论文分会场

Session 3 · CxII 202 · Track 8

Web3 and Agentic Commerce Web3 与智能体商务

Session Chair: **Jiaqi Yan** (Nanjing University)

分会场主持人: 严嘉祺 (南京大学)

16:20–16:40 First In, First Chosen? Influence of Input Order on AI Agents in Agentic Commerce

Rui Shi (Chinese University of Hong Kong, Shenzhen); Yamin Xu (City University of Hong Kong); Leon Zhao (Chinese University of Hong Kong, Shenzhen)

16:40–17:00 SoK: Security of Autonomous LLM Agents in Agentic Commerce

Qian'ang Mao (Nanjing University); Jiaqi Yan (Nanjing University)

17:00–17:20 TaskRank: Task-Conditioned Ranking of Agents for On-Chain Work Allocation

Qian'ang Mao (Nanjing University); Jiaqi Yan (Nanjing University)

17:20–17:40 When Do Implicit Commitments Lose Their Force? An LLM-Agent Experiment on Normative Expectation Formation and Exit in DAO Communities

Sichen Dong (Shenzhen MSU-BIT University); Cong Ma (City University of Hong Kong); Duanyang Chen (Shenzhen MSU-BIT University); Daning Hu (Southern University of Science and Technology)

Session 4 · CxII 203 · Track 4

AI policy, Trustworthiness, and social Impacts AI 政策、可信性与社会影响

Session Chair: **Yanlin Zhang** (Guangdong University of Technology)

分会场主持人: 张延林 (广东工业大学)

16:20–16:40 Compliant in Form, Wrong in Substance? Layered Constraint Fidelity in Platform-Facing Generative AI

ZEWEN SHEN (Nanjing University)

16:40–17:00 Do Multi-Pilot Policy Synergies Enhance Enterprise Supply Chain Resilience?

Fang An (Guangdong University of Technology); Yanlin Zhang (Guangdong University of Technology); Hongting Tang (Guangdong University of Technology)

17:00–17:20 Does AI Talent Investment Green the Firm? Evidence from Global Listed Companies

Shiwei Yan (University of Science and Technology of China); Lei Chen (University of Science and Technology of China); Chaoyue Gao (University of Science and Technology of China); Alvin Leung (City University of Hong Kong); Qiang Ye (University of Science and Technology of China)

17:20–17:40 Treating Assignment as an Outcome: Re-evaluating China's Place-Based AI Pilot Zones

Shaokun Feng (Chinese University of Hong Kong, Shenzhen)

Day 2 — Sunday, 13 September 2026

第二天 · 2026 年 9 月 13 日 (周日)

08:30–10:10 Parallel Paper Session III 平行论文分会场

Session 5 · CxII 202 · Track 1

AI for healthcare, biomedicine, and public health

AI 与医疗、生物医学及公共健康

Session Chair: **Ben Niu** (Shenzhen University)

分会场主持人: 牛奔 (深圳大学)

08:30–08:50 AI Assistants and Medical Service Subscription in Online Healthcare Communities: The Role of Perceived Uncertainty

Changwan Zhang (Central University of Finance and Economics); Yan Li (Central University of Finance and Economics); Ting Xu (Southern University of Science and Technology); Yanze Yang (Central University of Finance and Economics)

08:50–09:10 AI or Human Doctor? Consumer Preferences for Medical Services from the Lens of the Effort Heuristic

Xiaolong Wu (Sun Yat-sen University); You Pan (Sun Yat-sen University); Shujie Fang (Zhengzhou University)

09:10–09:30 Explaining Heterogeneity Across Healthcare Platforms: An Accountability-Contingent Affordance–Behavior–Outcome Framework

Qin Chen (University of Hong Kong); Yulin Fang (University of Hong Kong)

09:30–09:50 More Ratings, Less Tagging: How AI Doctors Reshape Patient Reviews in Online Health Communities

Zimeng Wang (Central University of Finance and Economics); Yan Li (Central University of Finance and Economics); Ting Xu (Southern University of Science and Technology)

09:50–10:10 When AI Slows Accountable Expert Work: Evidence from Telepathology Operations

Mingshan Zhang (Southern University of Science and Technology); Yao Li (Southern University of Science and Technology); Weiling Ke (Southern University of Science and Technology); Jie Tan (Kingmed Diagnostics)

Session 6 · CxII 203 · Track 6

AI-driven Innovation and Digital Transformation

AI 驱动的创新与数字化转型

Session Chair: **Xiaolong Wu** (Sun Yat-sen University)

分会场主持人: 吴小龙 (中山大学)

08:30–08:50 AI-business Alignment: How AI Advance Technology-business Alignment Research

Jinghua Xiao (Sun Yat-sen University); Junye Sheng (Sun Yat-sen University); Yutao Liu (Sun Yat-sen University); Zihan Jin (Sun Yat-sen University)

08:50–09:10 From Bones to Brains: AI-Integrated Business Model Innovation for Ecosystem Orchestration in Marginalized Firms

Xiaohao Zhou (Guangdong University of Technology); Junjie Zhou (Shantou University)

09:10–09:30 How Do Vertical-Domain AI Enterprises Create Context Value? — A Case Study from the Perspective of Knowledge Orchestration

Jinghua Xiao (Sun Yat-sen University); peiqi wu (Sun Yat-sen University); Junye Sheng (Sun Yat-sen University)

09:30–09:50 How Ecosystem-Empowering Users Drive Service-Oriented Manufacturing Upgrading: A Case Study from a Service Ecosystem Perspective

Jiasen Ran (Guangzhou University); Zhenghao Xia (South China University of Technology); Jinghua Xiao (Sun Yat-sen University)

09:50–10:10 Similarity Is Built, Not Found: How Initially Dissimilar Partners Construct Relative Absorptive Capacity in Platform Ecosystems

Tingyu Luo (City University of Macau); Zekai Huang (Sun Yat-sen University); Yu Long (Sun Yat-sen University); Yao Wu (Sun Yat-Sen University)

10:10–10:25 Coffee Break 茶歇 (15 min)

10:25–12:05 Parallel Paper Session IV 平行论文分会场

Session 7 · CxII 202 · Track 3

AI in business, finance, and supply chain AI 与商业、金融及供应链

Session Chair: **Ting Xu** (Southern University of Science and Technology)

分会场主持人: 许婷 (南方科技大学)

10:25–10:45 AI Summaries and Opinion Expression in Online Investment Communities

Colin Ho Wei KO (City University of Hong Kong); Alvin Chung Man Leung (City University of Hong Kong); Chaoyue Gao (University of Science and Technology of China); Yuhong ZHAN (Harbin Institute of Technology)

10:45–11:05 Beyond Delegation: Spillover Effects of Robo-Advisors on Investor Risk-Taking

CHENGCHENG XU (City University of Hong Kong); Chaoyue Gao (University of Science and Technology of China); Alvin Leung (City University of Hong Kong); Yulin Fang (University of Hong Kong); Xiabing Zheng (University of Science and Technology of China)

11:05–11:25 FedL2D-KYC: A Human-AI Collaborative Decision Framework for Cross-Institutional KYC via Federated Learning to Defer

Michael Kin Man LEUNG (City University of Hong Kong); Zhaobin (Ben) LIU (City University of Hong Kong)

11:25–11:45 The Impact of Generative AI Resources on Firm Performance: Examining the Roles of Innovation Orientation and Data Resource Complementarity

Yangsong Hu (Jinan University); Zhenghao Xia (South China University of Technology)

11:45–12:05 Tracing Information Pathways in Earnings Calls: A Theory-Guided Explainable AI Framework for Market Reaction Prediction

Zhaobin (Ben) LIU (City University of Hong Kong); Xianlin LI (Dalian Neusoft University of Information); Qingyu XU (City University of Hong Kong); Aijia LI (Webull Securities limited); Yu Ching Anson Cheng (City University of Hong Kong)

Session 8 · CxII 203 · Track 5

AI, Human-AI Collaboration, and the Future of Work AI、人机协作与未来工作

Session Chair: **Sichen Dong** (Shenzhen MSU-BIT University)

分会场主持人: 董思晨 (深圳北理莫斯科大学)

10:25–10:45 Beyond Error Checking: Generative AI and Diffuse Peer Review in Online Professional Communities

cong ma (City University of Hong Kong); CHI CHEN (Southern University of Science and Technology); Tianze Zhang (City University of Hong Kong); Daning Hu (Southern University of Science and Technology)

10:45–11:05 From Knowing to Aspiring: How AI Literacy and Self-Efficacy Shape Students' Career Intentions toward Human-AI Collaboration

Mengfan XUAN (Shenzhen MSU-BIT University); yamin XU (City University of Hong Kong); Yongqin OUYANG (Shenzhen MSU-BIT University); Xinyu XIAO (Shenzhen MSU-BIT University); Xinpei ZHANG (Shenzhen MSU-BIT University)

11:05–11:25 Predicting Behaviors with Large Language Model (LLM)-Powered Digital Twins of Consumers

Bingqing Li (Virginia Tech); QiuHong Wei (University of Hong Kong); Xin (Shane) Wang (Virginia Tech)

11:25–11:45 Robust Trust with Multiple Advisers

Xucheng Chen (Chinese University of Hong Kong, Shenzhen)

12:05–12:15 Best Paper Awards 最佳论文颁奖仪式

12:15–12:25 Closing Remarks 闭幕致辞/交接仪式

12:25–14:00 Lunch 午餐

14:00–17:00 Company Visits & Networking 企业参访与交流 (比亚迪和今天国际)

Panel Discussion

圆桌论坛 · 9月12日 13:30–14:45

From E-Business to Agentic Business: Opportunities and Challenges

As AI agents evolve from passive tools into proactive, goal-driven entities, they are redefining the modern enterprise. This panel convenes two leading academics with industrial expertise and two seasoned industry practitioners to dissect the rise of "Agentic Business." Moving beyond simple automation, the discussion will focus on defining robust conceptual frameworks for deploying autonomous agents across online shopping, internal process orchestration, and human-AI collaboration. Panelists will evaluate emerging technological trends—such as multi-agent systems and reasoning engines—while confronting the hard realities of implementation, including system integration hurdles and ethical governance. By bridging theoretical rigor with practical application, the session aims to chart critical research agendas in engineering and management, providing a roadmap for organizations transitioning from digitization to true autonomy.

Key Discussion Questions

1. Where does "Agentic AI" cross the threshold from advanced automation into genuine autonomous decision-making, and how does this redefine accountability in business?
2. Beyond efficiency gains, what novel business models or revenue streams become possible only when we deploy multi-agent ecosystems?
3. What are the primary last-mile challenges preventing enterprises from moving agentic pilots from the lab into core business operations?
4. How must organizational structures and talent strategies evolve when humans transition from operators to supervisors of AI agents?

Moderator

J. Leon Zhao

Chair Professor of Information Systems, School of Management and Economics, The Chinese University of Hong Kong, Shenzhen

J. Leon Zhao is a Chair Professor of Information Systems at the School of Management and Economics, The Chinese University of Hong Kong, Shenzhen, where he also serves as Director of the Center on Blockchain and Intelligent Technology. He received his Ph.D. from the University of California, Berkeley, and previously held faculty positions at the City University of Hong Kong and the University of Arizona. He has served as a founding co-editor of Financial Innovation and co-edited special issues for leading journals including MIS Quarterly, Information Systems Research, and Journal of Operations Management. He is also the founder of the International Conference on Smart Finance and a co-founder of the China Summer Workshop on Information Management. Professor Zhao received the IBM Faculty Award in 2005, was appointed a Chang Jiang Scholar Chair Professor at Tsinghua University in 2009 and again at The Chinese University of Hong Kong, Shenzhen in 2022, and was elected an AIS Fellow in 2025.

Panellists (in alphabetical order)

Andy Chow

Head of Customer Solution Architects, Hong Kong, Google Cloud

Andy Chow is Head of Customer Solution Architects for Hong Kong in Google Cloud. In his current capacity, Mr. Chow is responsible for advising customers with their digital and AI transformation journey to improve business outcomes by leveraging the latest innovations from Google. He is currently an adjunct professor at City University, teaching Generative AI in business courses. Prior to his tenure in Google Cloud, he was Senior Director at Symantec focusing on strategic accounts and solutions. He was also the Head of Sales Consulting for Oracle Asia Pacific Middleware Division. He also worked at Deloitte Consulting focusing on the communication industry and led several large-scale projects from start to conclusion. Mr. Chow has more than 25 years of experience in the IT industry. He has an MBA degree from Hong Kong University of Science and Technology and a Bachelor of Math from University of Waterloo in Canada.

Zizhuo Wang

Professor and Associate Dean, School of Data Science, The Chinese University of Hong Kong, Shenzhen

Zizhuo Wang is a Professor and Associate Dean of School of Data Science at The Chinese University of Hong Kong, Shenzhen. He obtained his Ph.D. degree in Operations Research from Stanford University. His research mainly focuses on data driven decision making problems in operations problems and is currently the Director of Guangdong Key Lab for Mathematical Foundation for Artificial Intelligence. He is also the co-founder and CTO of Cardinal Operations, a leading analytic company based in China.

Tongpeng Yang

Senior Digital Transformation Consulting Expert, Kingdee

Tongpeng Yang is a senior digital transformation consulting expert at Kingdee. He previously served as CIO of Huawei China, Head of Huawei's Second Data Management Department, CIO of Megvii, Director of Digital Consulting at PwC, and CIO of Kingdee Group.

Liang-Jie Zhang

Distinguished Professor, College of Computer Science and Software Engineering, Shenzhen University

Liangjie Zhang is a Distinguished Professor at the College of Computer Science and Software Engineering, Shenzhen University, Director of the Center for AI Services Computing, and Head of the Department of Software Engineering. He also supervises doctoral students in Computer Science and Technology and in Electronic Information (Artificial Intelligence). His current research and industry practice focus on Agentic AI, next-generation Internet software and service architectures, ultra-high-definition interactive networked audiovisual technologies, photonic AI, the Industrial Internet, and enterprise digital and intelligent transformation. Professor Zhang is an IEEE Fellow (2011), an ACM Distinguished Scientist (2009), a National Distinguished Expert, a Guangdong Provincial Leading Talent, a Foreign Member of the National Academy of Engineering of Ukraine, and a Fellow of the World Academy of Art and Science (WAAS, 2025).

圆桌论坛：从电子商务到智能体商业：机遇与挑战

随着 AI 智能体从被动工具演变为主动、目标驱动的行动主体，它们正在重新定义现代企业。本次圆桌论坛将邀请两位兼具产业经验的资深学者与两位经验丰富的业界实践者，共同探讨“智能体商业（Agentic Business）”的兴起。讨论将超越简单自动化，重点聚焦于如何构建稳健的概念框架，将自主智能体应用于在线购物、企业内部流程编排以及人机协作等场景。与会嘉宾还将评估多智能体系统、推理引擎等新兴技术趋势，同时直面实际落地中的关键挑战，包括系统集成障碍与伦理治理问题。通过连接理论与产业实践，本论坛旨在勾勒工程与管理领域的重要研究议题，并为组织从数字化迈向真正的自主化提供路径参考。

核心讨论问题

1. “智能体 AI”在什么情况下才真正跨越高级自动化，进入自主决策阶段？这将如何重新定义企业中的责任归属？
2. 除了效率提升之外，多智能体生态的应用还能催生哪些过去无法实现的新型商业模式或收入来源？
3. 当前阻碍企业将智能体试点从实验室推进到核心业务运营中的主要“最后一公里”挑战是什么？
4. 当人类从 AI 智能体的操作者转变为监督者时，组织结构与人才战略应如何相应调整？

主持人

赵建良

香港中文大学（深圳）经管学院信息系统讲席教授，区块链与智能技术研究中心主任

赵建良教授于美国加州大学伯克利分校获得博士学位，此前曾任教于香港城市大学和美国亚利桑那大学。赵教授曾担任 Financial Innovation 创刊联合主编，并为包括 MIS Quarterly、Information Systems Research 和 Journal of Operations Management 在内的国际顶级学术期刊联合策划和编辑专题专刊。他还是国际智能金融会议（International Conference on Smart Finance）的创始人，以及中国信息管理暑期研讨会（China Summer Workshop on Information Management）的联合创始人。赵教授于 2005 年获得 IBM Faculty Award，2009 年受聘为清华大学长江学者讲席教授，2022 年再次受聘为香港中文大学（深圳）长江学者讲席教授，并于 2025 年当选国际信息系统协会会士（AIS Fellow）。

嘉宾简介（以姓氏笔画为序）

王子卓

港中文大学（深圳）数据科学学院教授、副院长

王子卓教授本科毕业于清华大学数学系，2012 年获斯坦福大学管理科学与工程博士学位。王子卓曾为明尼苏达大学工业与系统工程系终身教授。现担任广东省人工智能数理基础重点实验室主任，为国家海外高层次人才青年项目、国家杰出青年项目获得者。与此同时，王子卓与他人共同创立杉数科技并担任 CTO，过去十年在国内为超过 500 家企业提供人工智能决策的产品与服务。企业也入选 2025 福布斯中国人工智能 50 强。

杨通鹏

金蝶资深数字化转型咨询资深专家，

历任华为中国 CIO、华为公司数据管理部二部部长，旷视科技 CIO、普华永道数字化咨询总监、金蝶集团 CIO。

张良杰

深圳大学计算机与软件学院特聘教授

深圳大学智能服务计算研究中心（Center for AI Services Computing）主任、软件工程系主任、计算机科学与技术博士点（计算机科学与技术学术博士）和电子信息博士点（人工智能专业学位博士）博士生导师，现在聚焦在智能体 AI（Agentic AI）、新一代互联网软件与服务架构、超高清交互式网络视听、光子 AI、工业互联网、企业数智化转型等方面开展研究与产业实践。张良杰教授是国际电气与电子工程师协会会员（IEEE Fellow，2011）、ACM 杰出科学家（2009）、国家特聘专家、广东省领军人才、乌克兰国家工程院外籍院士、世界艺术与科学院院士（WAAS Fellow，2025）。

周昌愿

谷歌云客户解决方案架构师主管

Google Cloud 香港客户解决方案架构负责人，主要负责为客户的数字化与人工智能转型提供咨询，帮助企业利用 Google 的最新技术创新提升业务成效。周昌愿教授目前还担任香港城市大学兼职教授，讲授生成式人工智能在商业中的应用课程。在加入 Google Cloud 之前，Andy 曾任赛门铁克高级总监，负责战略客户与解决方案；也曾任甲骨文亚太区中间件业务销售咨询负责人。此外，他还曾就职于德勤咨询，专注于通信行业，并领导多个大型项目从规划到落地实施。Andy 在 IT 行业拥有超过 25 年的从业经验。他拥有香港科技大学 MBA 学位，以及加拿大滑铁卢大学数学学士学位。

Registration Information 会议注册信息

Students: RMB 400/person; Students (including company visit): RMB 500/person

Academics: RMB 800/person; Academics (including company visit): RMB 900/person

(The registration deadline is September 6. Early-bird registration ends on September 3, 2026. Registration fees will increase by 25% starting September 4, 2026.)

Please click the link below or scan the QR code to access the Hudong Xuetang Conference System, where you can complete registration and payment, access conference information, and contact the conference organizers.

<http://cn.hudongxuetang.com/m/RQDEE>



Hotel Registration

Hotel Name: The COLI Hotel Shenzhen

Hotel Address: No.168 Dayun Road, Longgang, Shenzhen 518172,P.R.China

Tel: +86 755 89899888, Fax:+86 755 89890999

Email: thecolihotelsz@outlook.com

You can book the hotel with the link below:

<https://forms.cloud.microsoft/r/V5KUzBQFfi>

Important Notes

Payment: Please include your name and affiliation in the payment remarks and upload the payment receipt after completing the payment.

Invoice: Registration fees will be collected by the China Information Economics Society, which will issue electronic invoices. When submitting invoice information, participants should carefully confirm the invoice title, taxpayer identification number, and email address for receiving the electronic invoice. Electronic invoices will be sent to the designated email address. All invoices will be issued within one week after the conference. For any special requests, please contact Wang.

Travel and accommodation expenses are the responsibility of individual participants. Participants are welcome to attend the conference without submitting a paper; however, paid registration is required for attendance. If multiple authors of the same paper attend the conference, each attending author must register individually.

Contact Information

For general conference inquiries, please email: gaac2026@outlook.com

For payment and invoice inquiries, please contact Wang: Tel: +86 185 1091 9096, Email: zgxxjjxh@163.com

For registration system inquiries, please contact Zhou: Tel: +86 181 2791 6174, Email: 418583469@qq.com

Check-in address: Shenzhen Zhonghai Kaili Hotel, 168 Dayun Road, Longgang District, Shenzhen, China
Conference address: Conference Building II, 2001 Longxiang Avenue, Longgang District, Shenzhen
Campus address: 2001 Longxiang Avenue, Longgang District, Shenzhen
Campus map:



会议注册信息

学生：400 元/人；学生（含企业参访）500 元/人

学者：800 元/人；学者（含企业参访）900 元/人

（报名注册截止至 9 月 6 日，优惠注册截止至 9 月 3 日，自 9 月 4 日起注册费上浮 25%。）

请点击以下链接或扫描二维码访问互动学堂会议系统，即可进行注册、缴费、参会及会务联系等。

<http://cn.hudongxuetang.com/m/RQDEE>



酒店预定：

酒店名称：深圳中海凯骊酒店

酒店地址：中国深圳市龙岗区大运路 168 号，邮政编码：518172

Tel: +86 755 89899888, Fax: +86 755 89890999

Email: thecolihotelsz@outlook.com

可通过以下链接进行预订：

<https://forms.cloud.microsoft/r/V5KUzBQFfi>

特别提示

付款时请备注姓名+单位，付款后请上传凭证。

发票说明：由中国信息经济学会收费并开具电子发票，请参会人员提交发票信息时确认发票抬头、纳税人识别号以及接收电子发票的邮箱。电子发票将在注册后发送至预留邮箱。发票会后统一一周内开具，如有特殊需求，联系王老师。

本次会议交通费和住宿费自理。不提交论文也可以参会，但需付费注册方能参会。一篇论文如有多个作者参会，每位参会者均需注册。

联系信息

会务问题请发送邮件至：gaac2026@outlook.com Conference related questions mail to: gaac2026@outlook.com

缴费及发票问题请联系王老师，电话：18510919096，邮箱：zgxxjxh@163.com

系统的报名问题请联系周老师，电话：18127916174，邮箱：418583469@qq.com

会议地点信息

注册报到地址：深圳中海凯骊酒店 中国深圳市龙岗区大运路 168 号

会议地址：香港中文大学（深圳）会议楼II

学校地址：深圳市龙岗区龙翔大道2001号

校园地图：

