主辦機構：
Organizer
澳門管理專業協會
Macau Management Association

支持單位：
Supporting
Organizations

澳門管理學院
Instituto de Gestão de Macau
Macau Institute of Management

WEST UNIVERSITY

資助機構：
Sponsor
澳門基金會
FUNDAÇÃO MACAU

2024週年管理研討會
人工智能時代下的
企業管理

Annual Management Conference 2024

Enterprise Management in the Era of Artificial Intelligence

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日期：
Date
2024年11月7日
7th November, 2024
(星期四 Thursday)

時間：
Time
14:30-17:30

地點：
Venue
澳門旅遊塔會展娛樂中心
三樓囍宴廳
Level 3 Banquet Hall
Macau Tower

歡迎辭 WELCOME MESSAGE

崔世昌先生
澳門管理專業協會會長

Mr. Chui Sai Cheong
President of Macau Management Association

隨着數字化及智能化的全面普及，人工智能技術的應用已滲入我們生活的方方面面。而在企業運營及管理中，人工智能技術亦廣泛被採用，以提高工作效率、降低運作成本，以及提升數據管理與分析的準確率等。

澳門特區政府正加大力度推進高新技術產業的發展，並鼓勵傳統產業轉型升級，我們正好把握時機，整合資源，靈活應用人工智能技術，優化企業管理與決策，更好地推動業務發展及拓展市場。

為此，今年的研討會以"人工智能時代下的企業管理"為主題，並十分榮幸地邀請到相關專家學者以及行業精英作為主講嘉賓，從不同視角分享其真知灼見，共同探討人工智能在企業管理當中的應用與影響。

With the full popularization of digitalization and intelligence technologies, the application of AI has penetrated into every aspect of our lives. AI technologies are also widely adopted in enterprise operations and management to improve work efficiency, reduce operational costs, and enhance the accuracy of data management and analysis.

The Macao SAR Government is stepping up its efforts to promote the development of high-tech industries and encourage the transformation and upgrading of traditional industries. We are well positioned to seize the opportunity, integrate resources, and flexibly apply AI technologies to optimize corporate management and decision-making, so as to better drive business development and market expansion.

Hence, this year's conference is themed "Enterprise Management in the Era of Artificial Intelligence". We are honored to have invited renowned experts and scholars and industry elites as our speakers to share their insights from different perspectives, and explore the application and impacts of AI in enterprise management.

簡介 INTRODUCTION

智能時代的來臨對眾多行業都帶來了深遠的影響，人工智能技術的急速發展不但令勞動生產力以及數據精準率得到了幾何級的提升，亦最大程度地降低了企業的決策週期和運營成本，讓企業能更好地規劃及分配資源，以達至效益最大化。

近年，澳門特區政府在推動科技創新及高新技術產業發展的同時，亦積極鼓勵本地企業數字化轉型升級，持續循各個途徑協助提高中小企的綜合競爭力，實現可持續發展。人工智能技術的應用與普及能幫助企業管理走向智慧化，助力企業實現業務戰略目標。

今年研討會的主題為"人工智能時代下的企業管理"，我們非常榮幸邀請到相關專家學者擔任講者嘉賓，聚首一堂，共同探討及分享人工智能在企業管理方面的應用和實踐經驗。藉此研討會的契機，期望能為本澳企業的升級轉型及發展方向帶來啟發，並加快智慧化轉型步伐，務求在日漸激烈的區域競爭中突破重圍，繼續邁步向前。

The advent of the smart era has had a far-reaching impact on many industries. The rapid development of AI technology has not only boosted the productivity and data accuracy dramatically, but also minimized the decision-making cycle and the operating costs for enabling them to better plan and allocate resources to maximize their revenues.

In recent years, while promoting the technological innovation and the development of high-tech industries, the Macao SAR Government has also been actively encouraging the digital transformation and upgrading of local enterprises, and has continued to assist SMEs in improving their overall competitiveness and achieving the sustainable development through various channels. The application and popularization of AI technology could help enterprises to be more intellectualize in their management and achieve their strategic business goals.

This year's Conference will focus on the theme of "Enterprise Management in the Era of Artificial Intelligence". We are honored to have invited renowned experts and scholars and industry elites as our speakers and to explore and share the application and practical experience of artificial intelligence in enterprise management. Taking the opportunity, we hope to inspire the upgrading and transformation of local enterprises and accelerate the pace of intelligent transformation, in order to break through the increasingly fierce regional competition and continue to move forward in the future.

演講主題Topic： 數字化管理與高品質生態環境建設
Digital Management and High-quality Environment Construction

李響博士現任五邑大學經濟管理學院副院長、江門經濟研究中心副主任、江門市重大決策專家諮詢委員會委員，於北京大學經濟學博士畢業。其主要研究領域是區域經濟和產業經濟，近年主持了多項江門市委、市政府的經濟社會發展研究和規劃編制項目。

Li Xiang currently serves as the Deputy Dean of the School of Economics and Management at Wuyi University, as well as the Deputy Director of the Jiangmen Economic Research Center and a member of the Jiangmen Major Decision-making Expert Advisory Committee, holds a PhD in Economics from Peking University. His primary research areas include regional economics and industrial economics. In recent years, he has led several research and planning projects focused on economic and social development for both the Jiangmen Municipal Party Committee and Municipal Government.

李響副院長
江門五邑大學經濟管理學院

Professor Li Xiang
The Deputy Dean of the School of
Economics and Management,
Wuyi University Jiangmen

演講主題Topic： 由機器學習推動的具身人工智慧：從手術機器人到多機器人協作
Machine Learning for Embodied Artificial Intelligence:
from Surgical Robotics to Multi-Robot Coordination

李慶標是澳門大學科技學院的助理教授，主要研究方向包括用於手術機器人術中成像的機器學習、醫學診斷，以及多機器人和多智慧體的協作。他在劍橋大學完成了博士學位，師從Amanda Prorok博士，研究多機器人系統的通信感知運動規劃。此前，他曾在牛津大學機器人研究所擔任博士後研究員，並在帝國理工學院獲得醫學機器人方向的研究碩士學位，進行醫療機器人和血氧飽和度估計的研究。在加入Hamlyn Centre前，他畢業於愛丁堡大學機械工程系和華南理工大學的2+2聯合培養專案。相關成果發表在RA-L，IJCARS，ICRA和ICLR等一流國際期刊和會議上。他於2020年劍橋大學電腦系Wiseman Prize和2023年國家優秀自費留學生獎學金，谷歌學術引用1000餘次。

Qingbiao Li is an Assistant Professor at the University of Macau's Faculty of Science and Technology, specializing in machine learning for intra-operative imaging, medical diagnostics, and multi-agent collaboration in robotics. He completed his PhD at Cambridge under Dr. Amanda Prorok, focusing on multi-robot motion planning, and was a postdoctoral researcher at Oxford Robotics Institute. He also holds an MRes in medical robotics from Imperial College London and South China University of Technology. His research is published in top venues like RA-L, IJCARS, ICRA, and ICLR, and he has received honors including Cambridge's Wiseman Prize, Chinese Government Award for Outstanding Self-financed Students Abroad, and over 1,000 citations at Google Scholar.

李慶標博士
澳門大學科技學院

Dr. Qingbiao Li
Faculty of Science and Technology,
University of Macau

演講主題Topic： 雲原生時代的雲技術應用新征程
The New Cloud Adoption Journey in Cloud Native Era

吳世偉先生是華為雲亞太區CTO，主要職責包括領導區域和各個國家的解決方案架構師團隊，利用華為雲的技術和解決方案，克服重點項目中遇到的技術挑戰，並且推動研發團隊進一步增強華為雲產品和服務的競爭力。同時，在技術和解決方案層面積極發展合作夥伴生態，保障華為雲的快速成長。

As CTO of Huawei Cloud, APAC, Mr. Wu's priority is to lead the CTO Office architect team to discover the key challenges in cloud native transformation journey; explore the skill and organization readiness and advise on solutions to close gaps and achieve ultimate result. Meanwhile he is also responsible to work with ecosystem partners to deliver end to end solutions, which is a key success factor in enterprise digital transformation field such as digital banking, digital government etc.

吳世偉先生
華為雲亞太區CTO

Mr. Wu Shiwei,
CTO of APAC Region,
HUAWEI CLOUD

程序表 RUNDOWN

時間 Time	事項 Items	
14:00 - 14:30	入場登記	Registration
14:30 - 14:33	致歡迎辭	Welcome Remarks
14:34 - 14:42	致送紀念品及大合照	Souvenirs Presentation and Group Photo
14:43 - 15:33	李響副院長 江門五邑大學經濟管理學院	Professor Li Xiang The Deputy Dean of the School of Economics and Management, Wuyi University Jiangmen
15:34 - 15:48	小休	Refreshment Break
15:49 - 16:39	李慶標博士 澳門大學科技學院	Dr. Qingbiao Li Faculty of Science and Technology, University of Macau
16:40 - 17:30	吳世偉先生 華為雲亞太區CTO	Mr. Wu Shiwei CTO of APAC Region, HUAWEI CLOUD
17:30	研討會結束	End of Conferencea

*於線上同步直播 Live Broadcast Online

報名費 REGISTRATION FEE

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