



專題演講

時間：2026/06/26 (五) 14:00-15:30

地點：管理學院壹號館 403 教室



講者：Prof. Olivia R. Liu Sheng

Prof. Sheng is a W.P. Carey Distinguished Chair and Professor of Information Systems in the W.P. Carey School of Business, Arizona State University (ASU). In her role as a Co-director for ASU's AI and Data Analytics (AIDA) Center, she helps develop transdisciplinary collaborations and multi-institutional partnerships on mindful development and uses of AI and data. Dr. Sheng's research focuses on methods and applications of predictive and prescriptive analytics, some based on large language models (LLMs), deep learning methods and decision modeling, to address the needs in healthcare, marketing, social media, business relationship and performance, human resource, investment, products and operations management.

講題：A Novel Document Embedding Approach to Industry Classification

摘要： Industry classification systems (ICSs), which aim to identify economically related firms, play a crucial role in business research and practice. Traditional expert-designed ICSs are costly to maintain and offer limited granularity. To circumvent these limitations, recent research takes an algorithm-driven approach, employing bag-of-words methods or more recent document embedding models (DEMs) to represent firms' 10-K documents and leveraging these representations for identifying economically related firms. However, existing DEMs are not effective for capturing the semantics of 10-K documents, as they fail to account for two key characteristics of 10-K documents: concept switching within a 10-K document and the evolution of a firm's 10-K documents over time. To address these limitations, we propose a novel DEM that introduces two methodological innovations: adaptive gating mechanism and dynamic embedding mechanism, each designed to model one of the key characteristics of 10-K documents. We further develop a new ICS by employing the proposed DEM to capture the semantics of firms' 10-K documents and identifying economically related firms based on the similarities in their document representations. Through extensive empirical evaluations, we demonstrate the superior performance of our proposed ICS in identifying economically related firms.

活動報名截止日：2026/06/22(一)

報名連結：<https://reurl.cc/lp4gqE>



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