演讲嘉宾介绍

Speaker introduction

(按姓名拼音排序,排序不分先后)



蔡明哲(中国台湾)

台湾运动彩券股份有限公司副总经理

Cai Mingzhe

Senior Vice-president of Taiwan Sports Lottery Co., Ltd.

演讲主题 Theme:

台湾运动彩券之现状与发展

The status and development of Taiwan sports lottery

台湾运动彩券股份有限公司副总经理/营销营运处长,台湾大学/美国 Florida State University 计算机及信息研究所 2005~2013 担任扬成顾问公司总顾问负责台湾公益彩券与运动彩券的标案,2013~至今任职台湾运动彩券股份有限公司营销营运处,负责产品开发及营销营运。2017 起也担任中信金融管理学院运动分析学程暨运动分析研究中心兼任副教授、台湾公益彩券经销商遴选委员会委员。

Michael Tsai is currently the senior vice president of Taiwan Sports Lottery Co., Ltd. and in charge of marketing and operation department since mid-2013 till today. Mr. Tsai was graduated from National Taiwan University and Florida State University, majored in computer and information sciences. He was the chief consultant in Taiwan Lottery and Gaming Consultant Inc., during 2005~2013 in charge of the various projects including the open bids of Public Welfare Lottery and Sports Lottery in Taiwan. After winning the bid for sports lottery in 2013, he was recruited to serve as the senior vice president of Taiwan Sports Lottery Co., Ltd. ever since. Meanwhile, he is also the part-time associate professor of Sports Analytics Research Center of CTBC Business School and one of the retailer selection committee members of Taiwan Public Welfare Lottery since 2017.



程阳(中国广西) 百里讯信息研究中心 Kevin Cheng CEO, BAT Information Research Center

演讲主题 Theme: 中国经济与休闲娱乐业

China's economy and leisure and entertainment industry

程阳,武汉大学资讯工程硕士研究生学历、信息系统分析高级工程师、美国 Bay Networks 访问学者,知名彩票专家、博彩专家、彩业咨询顾问。对各国彩票政策、彩票市场、彩票游戏、彩票技术、彩票文化具有广泛深入的研究。在全球博彩业方面,对彩业法律、彩业营销、彩业理论、彩业投资、彩业历史均有相当了解。发表过彩票相关文章近 3000 篇。

程阳做过一线彩票销售,自办过销售一流的彩票投注站,设计过系列上市彩票游戏,做过彩票市场营销管理者,主编过行业报刊、彩票刊物,主持过彩票系统技术开发,创立了独到的彩票理论,参与过彩票重大法规、政策、规划、方案的制定,对上到高层决策、下到基层销售终端的彩票全产业链均有亲身的实践。

Mr. Chengyang, a senior engineer specialized in information system analysis, a famous lottery specialist and consultant in line of the lottery industry in China. He is a post graduate student who graduated from Wuhan University, majored in information project. Being a visiting scholar of Bay Networks in U. S. A., he has not only penetrated into the policy, rules, marketing, games as well as technology concerned with lottery, but also researched them with his extensive knowledge view which effected the China National lottery industry. He is interested in researching lottery events happened in the world, and more than 3000 analysis reports have been published in some famous magazines and newspapers in China.

Being an excellent manager of the lottery slots, Mr. Chengyang has designed a series of lottery games successfully in China since he entered into the lottery industry. To be an editor— in —chief of some magazines and newspapers in China, he is so popular that the China National Lottery Industry has been affected by his unique lottery theory in some way. He has played a key role in some aspects of lottery concerned about technology creation and marketing in China. As one of leaderships, he has participated in a series of the key events to decided the lottery's rules, policy and planning in China, in which he devoted himself to do his best from the beginning until it has been brought into effect.



冯百鸣 (中国河南) 河南财经政法大学 教授 Feng Baiming Professor of Henan University of Economics and Law

演讲主题 Theme: 新时代中国彩票事业发展之路

The Road of the Development of China's lottery in the New Era

冯百鸣,河南财经政法大学彩票研究所所长,副教授,硕士研究生导师。国家有关部委彩票监管与咨询专家。主要研究领域为彩票理论、管理哲学、市场营销。先后完成多项省部级彩票研究课题和横向研究课题,发表彩票理论研究文章四十余篇。

Baiming Feng is an associate professor in the Henan University of Economics and Law and the manager of the lottery research institute. He is also providing counselling to the ministry of finance on issues relevant to the regulation of lottery. He's main research focus are on theories of lottery, philosophy in management, and marking.



蒋海(中国北京) 中科院计算机博士 Jiang Hai Computer Ph. D. of the Chinese Academy of Sciences

布比创始人兼CEO,中国科学院博士

As founder and CEO of Bubi

演讲主题 Theme:

创新科技和大数据在彩票和博彩领域应用初探

The application of innovation and big data in lottery and gaming industry



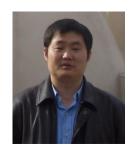
刘代洋(中国台湾) 台湾科技大学 教授,副校长 Professor Day-Yang Liu Vice President of National Taiwan University of Science and Technology

演讲主题 Theme: 彩票社会责任的观察与省思

A Reflection on the Social Responsibility of Lottery

刘代洋,台湾科技大学教授。曾获台湾科技大学第一届创新教学模式与教材研发奖;是哈佛大学商学院(2005)大中华地区商管学院教授个案学习与教学研习营(Program on Case Method and Participants-Centered Learning)培训学员;于 2007规划并第一批通过补助设置国际商管学院(International MBA Program)——全英文学程;2007规划并实施管理学院财务经金融研究所(Finance)——全英文学程,培养国际金融人才;是 Babson College(2012)大中华地区商管学院教授创新与创业教育研习营(Teaching Entrepreneurship Thought and Action,TETA)培训学员。先后发表 38篇商管财金领域学术论文,6本专书;2007年成立第一个彩票与博彩(commercial gaming)研究中心。

Dr. Day-Yang Liu has been a professor of Graduate Institute of Finance at National Taiwan University of Science and Technology for 25 years. He has served as a University Chief of Staff for one and half years (2003~2005) and Department Chairman (1987-2001) at both Business Department and Finance Department. He currently also serve as director for both Lottery and commercial gaming and innovation and Entrepreneurship research center. His major teaching courses include Strategic Management, CEO on Strategy, Managerial Economics, Principle of Economics, Public Finance, Business and Government, Advanced Macroeconomics. His research interests are corporate governance and executive compensation, Lottery and Commercial Gaming, government subsidies on R & D, performance evaluation on R & D project, defaults or foreclosure on residential mortgage loans, faculty reward system, government revenue sharing, industrial policy and analysis, small-medium enterprises management, altruism, and CGE model, etc.



李刚(中国上海) 上海师范大学 教授 Li Gang Professor of Shanghai Normal University

演讲主题 Theme: 中国彩票业社会福利效果的评价

Analysis of Development of the Lottery Industry in China

李刚,男,辽宁抚顺人,1977年生。2006年7月,博士毕业于上海复旦大学经济学院世界经济学专业,毕业论文《中国彩票业的现状分析和未来发展对策研究》。

2010年7月,博士后出站于上海复旦大学新闻与传播学院,出站报告《传播学视角下的中国博彩业现状分析》。

曾于美国波尔州立大学米勒商学院和北京师范大学经济与工商管理学院任访问学者。现 为上海师范大学商学院投资与保险系系主任,教授,硕士生导师。兼任北京师范大学中国彩 票事业研究中心研究员,复旦大学中国反洗钱研究中心研究员。

2001年起开始从事彩票领域的研究,已在《经济学(季刊)》、《体育科学》和《人民日报》等期刊报纸发表相关论文 50 余篇,承担国家社科基金项目项,教育部人文社科研究规划基金、中国博士后科学基金和上海市人民政府决策咨询项目等省部级项目 3 项。接受《人民日报》、《中国青年报》、《南方周末》、金融时报(英国)、时代周刊(美国)等媒体专谈或访谈数十次,相关内容被国内各大门户网站广为转载。

Li Gang, Male, born in 1977 at Fushun in Liaoning Province. In July 2006, Professor Li graduated from School of Economics in Shanghai Fudan University, majoring in World Economics with Ph.D. Degree, and the Dissertation was titled as Analysis on China Lottery Industry and the Development Strategy.

In July 2010, Professor Li completed his postdoctoral study in School of Journalism and Communication in Shanghai Fudan University, majoring Journalism and Communication, and the Research Report was titled as False Prosperity: Analysis of

the Gambling Industry in China Viewed in Communication.

Professor Li has been a visiting scholar in Miller College of Business in Ball State University in USA and School of Business and Economics in Beijing Normal University. Now, Professor Li is a professor of the Finance & Business School in Shanghai Normal University, and the dean of the Investment and Insurance Department. He is also a researcher in China Lottery Research Center in Beijing Normal University as well as China Anti Money Laundering Research Center in Fudan University.

Since 2001, Professor Li has been engaged in the research concerning lottery and already published more than 40 papers in journals and newspapers like China Economics (Quarterly), Sports Science and People's Daily. He has undertaken one item of the National Social Science Foundation named Improvement and application on the Sports Lottery Sales Composite Index in China with Perspective Social welfare, also other 3 Provincial level items. Pro. Li has Accept media talk or interview dozens of times, like People's Daily, China Youth Daily, Southern Weekly, Financial Times (UK), Time (USA), and other media have invited him for interviews for many times, and the contents of which have been widely reported by major portal websites in China.



李海(中国上海) 上海体育学院 教授 Professor Li Hai, Dean of Shanghai University of Sport

演讲主题 Theme: 博彩认知对问题彩民的影响研究

Research of Influences of Gambling Cognition on problem gamblers

教授,博士生导师。2005年博士毕业于上海体育学院经济管理学院。2010年8月至2011年11月在美国佛罗里达大学和佐治亚大学进行了博士后研究。现任体育休闲与艺术学院院长,上海体育彩票研究中心主任,国家财政部和国家体育彩票管理中心特聘专家,中国体育科学学会体育产业分会常委。

目前主要研究领域为体育博彩。近年来,主持或主要参与国家或省部级研究课题 10 余项,主持其余各级各类课题 30 余项; 2000 年以来,共发表学术文章 40 余篇,其中 2 篇刊 登在 SSCI 索引期刊 "Journal of Gambling Studies"上。

A professor and doctoral supervisor. Graduated from School of Economic and Management, Shanghai University of Sport, 2005, and did post-doctoral research in University of Florida and University of Georgia during Aug. 2010 to Nov. 2011. Now is the director of School of Sport Leisure and Art, Shanghai University of Sport, Research centre of Shanghai Sport Lottery, distinguished expert of Ministry of Finance and General Administration of Sport of the People's Republic of China, standing committee member of Sports Industry Chapter of China Sport Science Society.

Main research topic now is sports gambling. Recently, hosted or participated as expert more than 10 national or provincial-level projects, and 30 other level projects; since 2000, more than 40 academic articles have been published on core journals, of which 2 articles published on *Journal of Gambling Studies* (SSCI).



苏国京(中国北京) 中国彩票行业沙龙创始人 Professor Guojing Su Founder and Chairman of Asian Responsible Gaming Alliance and China Lottery Industry Salon

演讲主题 Theme: 中国彩票业战略转型

The strategic transformation of China's lottery industry

中国彩票行业沙龙和亚洲责任博彩联盟的创始人、负责人。北京社会管理职业学院彩票专业带头人、教授。环球京彩(北京)科技发展有限公司总裁。首届中国彩票行业智库发起人。中国民政部和财政部彩票行业专家。澳门负责任博彩协会、澳门博彩信息协会名誉顾问。中国民主建国会中央委员会第十一届北京经济委员会委员。

2011年发起和创立了针对 0-14岁先天性心脏病救助的专项基金—思源心基金,任基金管委会主任,该基金为中华思源工程扶贫基金会下设立全国公募行专项基金。

苏国京教授熟悉中国彩票政策、法规。对国际博彩、澳门博彩业有着深入独到的见解和研究。参与了中国内地彩票法规的制定和完善等工作。从 2006 到 2018,苏先生在会议上发表许多演讲和文章,包括由 Macao Polytechnic Institute, Hong Kong Polytechnic University, Tung Wah group of hospitals, University of Macau, Peking University, Beijing Normal University, Harvard University, University of Cambridge, AIG, BEACON, Macao responsible gaming Association, G2EAsia, MGS 等举办的会议。

苏先生发起,并联合杂志《中国社会福利》,于 2009 月 8 月推出《中国彩票》杂志。由新闻出版总署正式批准,这是成立 60 年以来中国第一次出版发行彩票刊物。

苏先生发起并建立了中国彩票行业的第一个全国性组织-中国彩票行业沙龙。连续8年举办沙龙,受到国内外认可和参与,被各大媒体电视台报导。

Su is the founder and chairman of Asian Responsible Gaming Alliance and China Lottery Industry Salon, the academic leader and professor of lottery major of Beijing College of Social Administration, CEO of China Universal Kinglott Tech., Ltd., founder of the first think tank of China lottery industry, lottery expert nominated by the China Ministry of Civil Affairs and China Ministry of Finance, honorary advisor of Responsible Gaming Association of Macao and the Macao Gaming Information Association.

He is a member of the China National Democratic Construction Association, and initiated "Siyuan Heart Fund", a special national public fund under China Siyuan Project Fund for poverty alleviation, saving children under 14 with heart disease.

Guojing Su has profound knowledge on Chinese lottery laws and regulations, and conducts intensive study on international gaming and gaming industry in Macao. He participated in the initiating and revising of lottery regulations in mainland China. As a keynote speaker, he has delivered many speeches and articles in various meetings such as seminars held by Macao Polytechnic Institute, Hong Kong Polytechnic University, Tung Wah group of hospitals, University of Macau, Peking University, Beijing Normal University, Harvard University, University of Cambridge, AIG, BEACON, Macao responsible gaming Association, G2EAsia, MGS, etc.

Mr. Su initiated, and jointly conducted with the magazine of 《China Social Welfare》, to launch the national lottery magazine in Aug 2009. Officially approved by the General Administration of Press and Publication of the People's Republic of China, it is the very first lottery publication distributed home and abroad for 60 years since the founding of China.

Mr. Su initiated the national lottery industry salon, which represents the voice of the companies in China lottery industry and its annual gathering during the past 8 years has become a grand meeting with national media coverage, as well as a platform for industry development.



王长斌(中国澳门) 澳门理工学院 教授

Wang Changbin

Director and Professor of Gaming Teaching & ResearchCenter,

Macao Polytechnic Institute

演讲主题 Theme:

彩票概念及对中国彩票的反思

THE CONCEPT OF LOTTERY AND THE REFLECTIONS ON THE LOTTERIES IN MAINLAND CHINA

王长斌博士主要研究博彩法与博彩监管,也涉猎反垄断法等法律的研究。迄今为止已经发表了四部学术专着,包括《澳门博彩法律制度》(人民出版社 2013 年)与《澳门博彩立法要论》(人民出版社 2012 年),以及多篇学术论文。王教授曾在中央政府从事法律工作,是《中华人民共和国反垄断法》起草小组成员。

Dr. Wang Changbin focuses his research on gaming law and regulation, as well as antitrust law, etc. He has had four Monographs published, including *Macao Gaming Law* (The People's Publishing House, 2013) and *Major Issues of Macao's Gaming Law* (The People's Publishing House, 2012), and numerous research articles in key academic journals. Before Joining MPI in 2009, Prof. Wang had worked in central government of Mainland China as a law expert. He was a member of drafting committee of Chinese Anti-Monopoly Law.



王钢(中国北京)
IGT 科技开发(北京)有限公司总经理
Wang Gang
General Manager of IGT (Beijing) Technology Ltd

演讲主题 Theme:

以责任博彩理念践行彩票社会责任

Implementing the Social Responsibility of Lottery with Responsible Gaming

IGT 科技开发(北京)有限公司成立于 2009 年,现有员工约 300 人,主要从事博彩相关的游戏及系统软件的产品管理,研发以及客户支持等业务。服务客户遍及全球。王钢自 2009 年初参与北京公司的筹建并负责研发管理工作超过 9 年,对博彩行业相关的产品及业务具有深入的了解。在加入 IGT 之前王钢在朗讯科技,摩托罗拉等知名外企有十余年的工作经验。

David Wang, the managing director of IGT Technology Development (Beijing) Co. Ltd. IGT Beijing office has been set up since 2009, currently it has around 300 employees who are working on product management, product development and testing, as well as customer support functions. It serves the customers around the world.

David has been involved in the set up of IGT Beijing office since the very beginning and has over 9 years experiences in R&D management. He has in-depth knowledge and understanding of industry business and products. Prior to joining IGT, David has over 10 years working experiences in telecommunication companies such as Lucent Technologies, Motorola, etc.



王静一(中国广东) 广东财经大学 主任 Wang Jingyi

Director of Guangdong Welfare Lottery Social
Responsibility Research and Practice Base, Vice
Director of the Lottery Research Center of Guangdong
University of Finance and Economics

演讲主题 Theme:

彩票品牌社会责任形象的构建与传播

Building and Communications of a Responsible Brand Image of Lottery

博士、副教授,硕士生导师,广东省福利彩票社会责任基地主任,广东财经大学彩票研究中心副主任,民政部彩票公益金本级项目评审专家。主要研究方向为品牌管理、消费者行为、企业社会责任及其与彩票行业的对接。主持国家自然科学基金项目一项,主持省、市级课题多项,主持、参与彩票研究和咨询课题多项,出版专着一部,在《心理学报》、《南开商业评论》等发表学术论文 20 余篇。

Dr. Wang Jingyi, associate professor of Guangdong University of Finance & Economics, Master's supervisor, director of Guangdong Welfare Lottery Social Responsibility Research and Practice Base, vice director of the Lottery Research Center of Guangdong University of Finance and Economics, evaluation expert of lottery public welfare funds projects by the Ministry of Civil Affairs. Main research: brand management, consumer behavior, corporate social responsibility and the applications in lottery industry. Hosted 1 NSFC project, hosted several provincial and municipal issues, hosted and participated a number of projects on lottery research and consulting. Published 1 monograph and more than 20 academic articles in "Acta Psychologica Sinica", "Nankai Business Review" and etc.



曾繁荣(中国北京) 彩通(北京)咨询有限公司创始人 Zeng Fanrong Founder of Caitong (Beijing) Cousulting Co., Litd

演讲主题 Theme: 新时期彩票游戏创新的市场驱动力

Market Driver of Lottery Games Innovation in New Age

彩通(北京)咨询有限公司创始人,首届中国彩票行业智库暨彩票专业智库专家委员。 2001年开始从事彩票相关工作,任 500彩票网首任运营经理,首创互联网彩票合买概念, 是互联网彩票合买的首创者和推动者。此后,先后任职于福彩、体彩官方信息平台。具有多 年彩票从业经历,对彩票行业有深入研究,长期专注于彩票政策理论、彩票游戏、宣传营销、 彩票产业及互联网彩票等领域研究。

Fanrong ZENG, founder of Caitong (Beijing) Consulting Co., Ltd. and expert committee member of The First Industrial and Specialized Think Tank of China's Lottery, has been working in lottery related work since 2001 to present. Mr. ZENG worked as the first operation manager of 500.com and initiated the concept of cooperation to buy lottery online, becoming the creator and promoter of the concept. Later, Mr. ZENG successively worked at official information release platform of China Welfare Lottery and China Sports Lottery.

Having been working in lottery industry for years, Mr. ZENG has in-depth study of lottery, such as lottery policy theory, games, lottery advertising and marketing, lottery industry, internet lottery etc.



曾忠禄(中国澳门) 澳门理工学院 教授 Zeng Zhonglu Professor of Macao Polytechnic Institute

演讲主题 Theme:

世界博彩产业发展趋势及中国彩票发展战略

Market Driver of Lottery Games Innovation in New Age

曾忠禄博士,现任澳门理工学院博彩教学暨研究中心教授,亚太博彩研究学会会长、中山大学港澳与内地合作发展协同创新中心教授、博士生导师(2013—)。曾博士 1998 年毕业于天津南开大学国际经济研究所,获经济学博士。1997 年至 2004 年为暨南大学教授,博士生导师(2002)。主要研究领域为战略管理,企业信息情报管理。2002 年开始专注研究澳门的博彩产业和经济发展,是该领域著名专家。

Dr. ZhongLu ZENG currently is the Professor at Gaming Teaching and Research Centre, Macao Polytechnic Institute (MPI), where Dr. Zeng has done academic research in gaming field, researches of gaming industry's impact on society and economy and provided decision—making advisory services to the government, enterprises and society. In addition, Dr. Zeng is the PhD Dissertation Supervisor in Macao Science & Technology University and Zhongshan University of Mainland China. The range of Dr. Zengs research interest covers Microeconomics of Gambling, International Economics of Gambling, Market—oriented Construction in Macao, etc.



Bo Bernhard (美国) 美国内华达拉斯维加斯大学 教授

Professor Bo Bernhardt

Executive Director of UNLV International Gaming Institute

演讲主题 Theme:

负责任博彩:全球概览

Responsible Gaming: A Global Scan

Bo Bernhard's research and teaching work focuses on the impacts of gaming and tourism industries on communities around the world. His grant-funded studies have supported more than a dozen student researchers who share his interest in examining the sociological laboratory of Las Vegas. He is currently exploring the long-term health of problem gamblers. In addition, he is studying the health contours of multiethnic and multiracial individuals in the United States. He began his research career at Harvard University, with an undergraduate thesis on the community impacts of the gaming and tourism industries in Nevada. He then came to UNLV to earn his Ph. D. and soon extended his analysis to global perspectives. In 2010, he was named executive editor of the UNLV Gaming Research Journal and a Lincy Fellow at UNLV's Brookings Mountain West. His work on gambling, society, and Las Vegas has been prominently featured on CNN, The Discovery Channel, the BBC, and The History Channel.



Kazuaki Sasaki (日本) 东洋大学 教授 Associate Professor of International Tourism

演讲主题 Theme: 日本的责任博彩法律

Responsible gaming law in Japan

近年来开始进行了有关博彩公司的研究,并于 2012 年 4 月法务省和国土交通省举办的 关于综合娱乐区的内阁联席会议上,发表了对于各国在降低赌场社会成本所做的努力、及伴 随日本赌场合法化过程出现的安全保障问题的看法。

Department of Toyo University

佐々木一彰先生任澳门亚太博彩研究协会学术委员及日本酒店管理学术协会主管,此前 完成了内华达大学管理培训计划并获得了大阪商业大学区域政治学博士学位。

佐々木一彰先生获得了日本文部科学省下发的科研补助资金,题目为"C平台作为旅游资源的赌城",这是日本首次将科研补助资金发放给以赌城为主要研究对象的科研项目。

In recent years Mr. Sasaki has conducted research on gaming companies, and in April 2012 at the Joint Session of the Cabinet, Ministry of Justice, and Ministry of Land, Infrastructure, and Transportation on integrated resorts (IR), he provided his opinion as a reference on efforts by various countries on the societal cost of casinos, as well as on safety nets that accompany legalization of Japanese casinos. Received grant—in—aid for scientific research subsidized by Ministry of Education. Research representative of Platform C "Casinos as a Tourism Asset". This was the first time in Japan that research grant—in—aid was subsidized for research on casinos as the main subject.



冯家超 (中国澳门) 澳门大学 教授 Fong Ka Chio, Davis Associate Professor of University of Macau

- 负责任博彩主题沙龙特邀嘉宾
- > The special invited guest for thematic salon of Responsible Gaming

Dr. Davis Fong is the Director of Institute for the Study of Commercial Gaming as well as an Associate Professor of International Integrated Resort Management Program at University of Macau. Prof. Fong had obtained his PhD of Quantitative Economics from Tsinghua University, Beijing in 2006.

馮家超博士現任澳門大學博彩研究所所長、澳門大學工商管理學院國際綜合度假村管理 課程副教授。馮教授于 2006 年取得北京清華大學經濟管理學院數量經濟學博士學位。

Pursuit of academic interest has led him to study in different aspects of gambling and related issues, such as social and economic impacts of gambling, Chinese gambler behavior, gambling disorder, responsible gambling, visitor profile studies, casino operations, tourism management, etc. Prof. Fong has been responsible for more than 30 gambling and tourism related research projects for Macao SAR Government.

他的研究興趣包括: 博彩對社會及經濟影響、華人博彩行為、賭博失調、負責任博彩、 旅客消費及行為、娛樂場營運、旅遊管理等。馮教授曾為澳門特別行政區政府不同部門完成 超過三十項研究計畫。

Prof. Fong has been appointed by the Government as a member of Economic Development Committee since 2007, Talents Development Committee since 2014 and Consultative Committee of Statistics, MSAR since 2015 (UM Representative).

自 2007 年起,馮教授被委任為澳門特區政府經濟發展委員會委員,於 2014 年被委任為 澳門特區政府人才發展委員會委員及 2015 年被委任為澳門特區政府統計諮詢委員會委員 (澳門大學代表)。