



UNIVERSITY OF  
ARKANSAS

# Engineering & Operations Management

*Lunch and Learn Webinar Series*

## The Role of Artificial Intelligence in Business Decision Making

Wednesday, January 23 @ 12:00PM CST

When we think of artificial intelligence, we often are drawn to the self-driving cars, voice-based home technologies and automated online interactions that fill the news and drive our daily activities. However, the root of these advancements, machine learning, is a predictive analytics technique that has much broader applicability. With the age of “big data” and the buzz around “data science” continuing to grow, decision-makers are asking themselves if emerging technologies, such as machine learning, can help improve business processes.

In this seminar we will demystify the fundamental concepts that comprise machine learning. The differences between supervised and unsupervised learning, as well as classification will be illustrated. In addition, we will offer examples that illustrate the use of machine learning in industry via business-driven case studies.

### Dr. Chase Rainwater

*Professor of Industrial Engineering*

*Director, J.B. Hunt Innovation Center of Excellence*

*Co-Director, Arkansas Security Research and Education Institute*

Dr. Chase Rainwater joined the industrial engineering faculty at the University of Arkansas in August 2009. He currently serves as the Director of the J.B. Hunt Innovation Center of Excellence and Co-Director of the Arkansas Security Research and Education Institute. Dr. Rainwater's work has been supported through research funding from sources including the National Science Foundation, U.S. Department of Transportation, U.S. Department of Defense, U.S. Army Corps of Engineers and multiple industry collaborators. His research interests include supply chain optimization, large-scale algorithm design and information security. He has advised 5 Ph.D. dissertations along with multiple M.S. and undergraduate theses. He is an active member in the Institute for Operations Research and Management Sciences and Institute for Industrial and Systems Engineers. In the Northwest Arkansas community, Dr. Rainwater contributes frequently to STEM initiatives for K-12 students. Dr. Rainwater most recently was presented with the 2017-2018 Dean's Award of Excellence Collaborative Faculty Research Award for the College of Engineering. He received his Ph.D. in Industrial and Systems Engineering from University of Florida and BSIE degree from the University of Arkansas.



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