FANG Hui (Curriculum Vitae)

Room 525, 100 Wudong Road, Shanghai, China 200433
fang.hui@mail.shufe.edu.cn

EDUCATION

Ph.D. School of Computer Engineering, Nanyang Technological University, Singapore	2010.08 - 2015.02
Master of Management. Information Science, Nanjing University, China	2008.09 - 2010.06
Bachelor of Management. Information Systems, Nanjing University, China	2004.09 - 2008.06

PROFESSIONAL EMPLOYMENT

Associate Professor. SIME, Shanghai University of Finance and Economics	2019.07 - Present
Assistant Professor. SIME, Shanghai University of Finance and Economics	2015.07 - 2019.06

TEACHING EXPERIENCE

Instructor. SIME, Shanghai University of Finance and Economics

- Management Information Systems (Undergraduate core course, 2015-2016, 2018-2019)
- Introduction to Information Systems (Undergraduate core course, 2015-2020)
- Deep Learning (Undergraduate course, 2016-2019)
- Machine Learning and Deep Learning (Graduate core course, 2016-2019)
- Data Visualization in Business Intelligence (MEM course, 2016-2019)
- Scientific Computing Languages and Applications (Graduate core course, 2015-2018)

SELECTED HONORS AND AWARDS

- Outstanding Reviewer, Electronic Commerce Research and Applications journal, Elsevier, 2016
- Google Anita Borg Memorial Scholarship (1 of 15 Recipients), Asia, 2012
- IJCAI Travel Scholarship, 2013
- SIGART AAMAS Travel Scholarship, 2012 and 2013
- DragonVenture-NTU Scholarship (1 of 10 Recipients), 2011

RESEARCH INTERESTS

I am interested in tackling complex business problems by leveraging interdisciplinary methods from Computer Science (e.g., machine learning and data mining), Economics (e.g., econometric analysis), Behavior (e.g., user study) and Psychology. My research focus is on two areas: (1) business analytics; and (2) user modeling and decision-making. Below is a more detailed description of my current research interests:

- Business Analytics (BA)
  - Trust Prediction in Online Communities
  - Personalized Product Recommendation
  - E-commerce and Social Networks
- User Modeling and Decision-making (UM&DM)
  - Subjectivity and Dishonesty Modeling
  - Online Review and Reputation Systems
  - Data-Driven Decision-making

RESEARCH GRANTS

- PI, National Natural Science Foundation of China (NSFC), Grant No. 71601104 "Quality Evaluation of Online Opinions by Leveraging Trust Theory and Machine Learning" (CNY 175,000)

- International Collaborator, Singapore MOE AcRF Tier 1 "Link Prediction in Signed Social Networks" (S$90,000)

- PI, SHUFE Start-up grant (CNY 90,000)

- Horizontal Projects: Yimeng, Zhaoshang (China Merchants Bank), etc.

PUBLICATIONS

Journal Publications

(J1) Zhu Sun, Qing Guo, Jie Yang, Hui Fang, Guibing Guo, Jie Zhang, and Robin Burke. "Research Commentary on Recommendations With Side Information: A Survey and Research Directions", **Electronic Commerce Research and Applications (ECRA)**, 2019. (Impact Factor: 2.911)

(J2) Hui Fang, Jie Zhang, and Murat Şensoy. "A Generalized Stereotype Learning Approach and its Instantiation in Trust Modeling", **Electronic Commerce Research and Applications (ECRA)**, 30: 149-158, 2018 (Impact Factor: 2.911)

(J3) Hui Fang, Guibing Guo and Jie Zhang. "Multi-faceted Trust and Distrust Prediction for Recommender Systems". **Decision Support Systems**, 71:37-47, 2015. (Impact Factor: 3.847)

(J4) Hui Fang, Jie Zhang, Murat Şensoy and Nadia Magnenat Thalmann. "Reputation Mechanism for E-Commerce in Virtual Reality Environments". **Electronic Commerce Research and Applications (ECRA)**, 13 (6): 409-422, 2014. (Impact Factor: 2.911)

(J5) Hui Fang, Jie Zhang, Yang Bao and Qinghua Zhu. "Towards Effective Online Review Systems in the Chinese Context: A Cross-Cultural Empirical Study". **Electronic Commerce Research and Applications (ECRA)**, 12 (3): 208-220, 2013. (Impact Factor: 2.911)

(J6) Kewen Wu, Julita Vassileva, Qinghua Zhu, Hui Fang and Xiaojie Tan. "Supporting Group Collaboration in Wiki by Increasing the Awareness of Task Conflict". **Aslib Proceedings**, 65 (6), 2013. (Impact Factor: 0.676)

Conference Publications

(C1) Xiaoming Li, Hui Fang, and Jie Zhang. "Supervised User Ranking in Signed Social Networks", In Proceedings of the 33rd AAAI Conference on Artificial Intelligence (**AAAI**), 2019 (CCF Rank A).

(C2) Hui Fang, Guibing Guo, Danning Zhang and Yiheng Shu. "Deep Learning-based Sequential Recommender Systems: Concepts, Algorithms, and Evaluations", In Proceedings of the 19th International Conference on Web Engineering (**ICWE Tutorial**, CCF Rank C), 2019.

(C3) Yihong Liu, Hui Fang, Yang Bao. "SCNetworkViz: A Web-Based System for Interactive Visualization of Supply Chain Network", **Demo paper**, The 28th Workshop on Information Technologies and Systems (**WITS**), 2018.

(C4) Hui Fang, Hailiang Huang, Gujie Li, and Yanhong Li. "Learning from Mistakes: Constructing and Mining Misdiagnosis Database to Reduce Cognitive Error". In Proceedings of the 39th International Conference on Information Systems (**ICIS**), 2018.

(C5) Xiaoming Li, Hui Fang, and Jie Zhang. "FILE: A Novel Framework for Predicting Social Status in Signed Networks". In Proceedings of the 32rd AAAI Conference on Artificial Intelligence (**AAAI**), 2018 (CCF Rank A).

(C6) Xiaoming Li, Hui Fang, Qing Yang, and Jie Zhang. "Who is Your Best Friend?: Ranking Social Network Friends According to Trust Relationship", In Proceedings of the 26th ACM Conference on User Modeling, Adaptation and Personalization (**UMAP**), 2018 (User Modeling Top-Tier Conference).

(C7) Xiaoming Li, Hui Fang, and Jie Zhang. "Rethinking the Link Prediction Problem in Signed Social Networks". In Proceedings of the 31st AAAI Conference on Artificial Intelligence (**AAAI**), 2017 (CCF Rank A, Student Abstract Program).

(C8) Xiaoming Li, Hui Fang, and Jie Zhang. "A Feature-based Approach for the Redefined Link Prediction Problem in Signed Networks". In Proceedings of the 13th International Conference on Advanced Data Mining and Applications (**ADMA**), 2017 (Spotlight research paper, 16.95% acceptance rate). (supported by the National Natural Science Foundation of China (Grant No: 71601104))

(C9) Siyuan Liu, Chunyan Miao, Yuan Liu, Hui Fang, Han Yu, Jie Zhang and Cyril Leung, "A Reputation Revision Mechanism to Mitigate the Negative Effects of Misreported Ratings", In Proceedings of the 17th International Conference on Electronic Commerce (ICEC), 2015

(C10) Yang Bao, Hui Fang, and Jie Zhang. "TopicMF: Simultaneously Exploiting Ratings and Reviews for Recommendation". In Proceedings of the 28th AAAI Conference on Artificial Intelligence (**AAAI**), 2014. (CCF Rank A, 28% of acceptance, 398/1406)

(C11) Hui Fang, Yang Bao, and Jie Zhang. "Leveraging Decomposed Trust in Probabilistic Matrix Factorization for Effective Recommendation". In Proceedings of the 28th AAAI Conference on Artificial Intelligence (**AAAI**), 2014. (CCF Rank A, 28% of acceptance, 398/1406)

(C12) Yuan Liu, Siyuan Liu, Hui Fang, Jie Zhang, Han Yu and Chunyan Miao. "RepRev: Mitigating the Negative Effects of Misreported Ratings". In Proceedings of the 28th AAAI Conference on Artificial Intelligence (**AAAI**), 2014. (CCF Rank A, Student Abstract Program)

(C13) Hui Fang, Jie Zhang and Nadia Magnenat-Thalmann. "Subjectivity Grouping: Learning from Users' Rating Behavior". In Proceedings of the 13th International Joint Conference on Autonomous Agents and Multiagent Systems (**AAMAS**), pages 1241-1248, 2014 (CCF Rank B, 23.8% of acceptance, 169/709).

(C14) Zeinab Noorian, Mohsen Mohkami, Yuan Liu, Hui Fang, Julita Vassileva and Jie Zhang, "SocialTrust: Adaptive Trust Oriented Incentive Mechanism for Social Commerce", In Proceedings of the IEEE/WIC/ACM International Conference on Web Intelligence (**WI**), 2014.

(C15) Hui Fang, Yang Bao, and Jie Zhang. "Misleading Opinions Provided by Advisors: Dishonesty or Subjectivity". In Proceedings of 23rd International Joint Conference on Artificial Intelligence (**IJCAI**), 2013. (CCF Rank A, 13.2% of acceptance, 195/1473)

(C16) Hui Fang. "Trust Modeling for Opinion Evaluation by Coping with Subjectivity and Dishonesty". In Proceedings of the 23rd International Joint Conference on Artificial Intelligence (**IJCAI**), 2013. (CCF Rank A, Doctoral Consortium Program)

(C17) Hui Fang. "Reputation Mechanism for E-commerce in Virtual Reality Environments". In Proceedings of the 11th International Joint Conference on Autonomous Agents and Multiagent Systems (**AAMAS**), 2012. (CCF Rank B, Doctoral Mentoring Program)

(C18) Hui Fang, Jie Zhang and Nadia Magnenat Thalmann. "A Trust Model Stemmed from the Diffusion Theory for Opinion Evaluation". In Proceedings of the 12th International Joint Conference on Autonomous Agents and Multiagent Systems (**AAMAS**), pages 805-812, 2013. (CCF Rank B, 22.9% of acceptance, 140/612)

(C19) Hui Fang, Jie Zhang, Murat Şensoy and Nadia Magnenat Thalmann. "A Generalized Stereotypical Trust Model". In Proceedings of the 11th IEEE International Conference on Trust, Security and Privacy in Computing and Communications (**IEEE TrustCom**), pages 698-705, 2012. (CCF Rank C, 28% of acceptance, 100/358)

(C20) Xin Liu, Anwitaman Datta, Hui Fang, Jie Zhang. "Detecting Imprudence of 'Reliable' Sellers in Online Auction Sites". In Proceedings of the 11th IEEE International Conference on Trust, Security and Privacy in Computing and Communications (**IEEE TrustCom**), pages 246-253, 2012. (CCF Rank C, 28% of acceptance, 100/358)

(C21) **H**ui Fang, Jie Zhang, Murat Şensoy and Nadia Magnenat Thalmann. "SARC: Subjectivity Alignment for Reputation Computation". In Proceedings of the 11th International Conference on Autonomous Agents and Multiagent Systems (**AAMAS**), pages 1365-1366, 2012. (CCF Rank B, short paper, 28.8 % of acceptance, 154/534)

(C22) Hui Fang, Jie Zhang, Murat Şensoy and Nadia Magnenat Thalmann. "A Reputation Mechanism for Virtual Reality - Five-Sense Oriented Feedback Provision and Subjectivity Alignment". In Proceedings of the 10th IEEE International Conference on Trust, Security and Privacy in Computing and Communications (**IEEE TrustCom**), pages 312-319, 2011. (CCF Rank C, 17.4% of acceptance, 82/471)

(C23) Lizi Zhang, Hui Fang, Wee Keong Ng and Jie Zhang. "IntRank: Interaction Ranking-Based Trustworthy Friend Recommendation". In Proceedings of the 10th IEEE International Conference on Trust, Security and Privacy in Computing and Communications (**IEEE TrustCom**), pages 266-273, 2011. (CCF Rank C, 17.4% of acceptance)

(C24) Hui Fang, Qinghua Zhu and Jie Zhang. "An Empirical Analysis of the Impact of Online Reviews on Product Sales in the Chinese Context". In Proceedings of the 25th International Conference on Advanced Information Networking and Applications (**AINA**), pages 183-190, 2011. (33% of acceptance).

Workshop and Other Publications

(W1) Hui Fang, Jie Zhang, Murat Şensoy and Nadia Magnenat Thalmann. "A Subjectivity Alignment Approach for Effective Reputation Computation". In Proceedings of the 15th International Workshop on Trust in Agent Societies (TRUST), 2012.

(W2) Hui Fang, Murat Şensoy, Jie Zhang and Nadia Magnenat Thalmann. "Handling Subjective User Feedback for Reputation Computation in Virtual Reality". In the UMAP Workshop on Trust, Reputation and User Modeling, 2011, Published in Advances in User Modeling, pages 292-303.

(W3) Lizi Zhang, Cheun Pin Tan, Siyi Li, Hui Fang, Pramodh Rai, Yao Chen, Luthra Rohit, Wee Keong Ng and Jie Zhang. "The Influence of Interaction Attributes on Trust in Virtual Communities". In the UMAP Workshop on Trust, Reputation and User Modeling, 2011, Published in Advances in User Modeling, pages 268-279.

(W4) Hui Fang, Jie Zhang, Murat Şensoy and Nadia Magnenat Thalmann. "Design of a Reputation Mechanism for Virtual Reality: A Case for E-Commerce". In Proceedings of the 14th International Workshop on Trust in Agent Societies (TRUST), 2011.

(W5) Hui Fang, Jie Zhang, Murat Şensoy and Nadia Magnenat Thalmann. "Aligning Subjective User Feedback for Reputation Computation in Virtual Reality". In Proceedings of the International Conference on User Modeling, Adaptation and Personalization, 2011. (poster paper, 3 pages)

Dissertation

- Title: Coping with Subjectivity and Dishonesty in Opinion Evaluation by Exploiting Social Factors.
  - The dissertation is comprised of four studies. As a new attempt to consider social factors in trust assessment, these studies contribute to bridging the research gap between computational trust in Computer Science and psychological and behavioral trust in Social Science.

PUBLIC PRESENTATIONS

- **July 17, 2019**, "Applying Machine Learning to Business Problems", Invited talk for RIIS Summer Camp of SHUFE, Shanghai, China.

- **June 14, 2019**, "Natural Language Processing and Its Applications in Finance", Invited talk for China Merchants Bank, Shanghai, China.

- **Nov 13, 2018**, "Natural Language Processing and Knowledge Graph, and the Applications in Finance", Invited talk for Pingan Technology, Shenzhen, China.

- **July 20, 2018**, "Applying Machine Learning to Business Problems", Invited talk for RIIS Summer Camp of SHUFE, Shanghai, China

- **July 11, 2017**, "Applying Machine Learning to Business Problems", Invited talk for RIIS Summer Camp of SHUFE, Shanghai, China

- **June 10, 2017**, "Convolutional Neural Network and Its Applications", oral presentation on *Seminar of Applying Deep Learning in Earth Science Big Data* at Shanghai, China

- **Apr 12, 2016**, "Alleviating the Sparsity Problem of Recommender Systems Using Auxiliary Information of Trust and Review", oral presentation on *SHUFE Wudong Seminar* at Shanghai, China

- **Sep 13, 2015**, "Under-Bagging of Boosted Trees for Online Loan Approval Prediction", oral presentation on *Asian Conference of Management Science & Applications* at Dalian, China

- **Mar 25, 2015**, "Trust Modeling and Its Application in Recommender Systems", oral presentation on *SHUFE Job market talk* at Shanghai, China

- **Sep 26, 2013**, "A Trust Model Stemmed from Diffusion Theory for Opinion Evaluation", oral presentation on *PhD seminar of Institute for Media Innovation* at Nanyang Technological University, Singapore

- **Aug 7, 2013**, "Misleading Opinions Provided by Advisors: Dishonesty or Subjectivity", oral and poster presentations on *IJCAI 2013* at Beijing, China

- **Aug 5, 2013**, "Trust Modeling for Opinion Evaluation by Coping with Subjectivity and Dishonesty", oral and poster presentations on *Doctoral Consortium Program of IJCAI 2013* at Beijing, China

- **Aug 5, 2013**, "A Trust Model Stemmed from Diffusion Theory for Opinion Evaluation", invited presentation on *the 2nd International Workshop on Incentives and Trust in E-Commerce* at Beijing, China

- **May 9, 2013**, "A Trust Model Stemmed from Diffusion Theory for Opinion Evaluation", oral and poster presentations on *AAMAS 2013* at Saint Paul, USA

- **Aug 14, 2012**, "A Generalized Stereotypical Trust Model", oral presentation on *PhD seminar of Institute for Media Innovation* at Nanyang Technological University, Singapore

- **Aug 4, 2012**, "A Subjectivity Alignment Approach for Effective Reputation Computation", invited presentation on the *ICEC workshop of "Analytics for Business, Consumer and Social Insights"* at Singapore Management University, Singapore

- **June 6, 2012**, "SARC: Subjectivity Alignment for Reputation Computation", oral and poster presentations on *AAMAS 2012 Workshop on Trust in Agent Societies* at Valencia, Spain

- **June 6, 2012**, "Effective Reputation Mechanism for E-commerce in Virtual Reality Environments", oral and poster presentations on *Doctoral Mentoring Program of AAMAS 2012*, Valencia, Spain

- **Nov 17, 2011**, "A Reputation Mechanism for Virtual Reality - Five-Sense Oriented Feedback Provision and Subjectivity Alignment", oral presentation on *IEEE TrustCom 2011*, Changsha, China

- **Nov 17, 2011**, "IntRank: Interaction Ranking-Based Trustworthy Friend Recommendation", oral presentation on *IEEE TrustCom 2011*, Changsha, China

- **Aug 16, 2011**, "Handing Subjective User Feedback for Reputation Computation in Virtual Reality", oral presentation on *PhD seminar of Institute for Media Innovation* at NTU, Singapore

- **May 2, 2011**, "Design of a Reputation Mechanism for Virtual Reality: A Case for E-Commerce", oral presenta-

tion on *AAMAS 2011 Workshop on Trust in Agent Societies*, Taiwan

- **Mar 24, 2011**, "An Empirical Analysis of the Impact of Online Reviews on Product Sales in the Chinese Context", oral presentation on *AINA 2011*, Singapore
- **Nov 23, 2010**, "Design of a Reputation Mechanism in 3D E-commerce", oral presentation on *PhD seminar of Institute for Media Innovation* at Nanyang Technological University, Singapore

PROFESSIONAL SERVICE AND ACTIVITIES

Journal Editorial Board

- Associate Editor, Electronic Commerce Research and Applications (ECRA) (2016-)
- Guest Editor, ECRA Special Issue "Recommender Systems with Side Information" (2017-2019)

Conference and Workshop Organizing Committee

- Late-breaking Results and Demos Chair for the 26th ACM Conference on User Modeling, Adaption and Personalization (**UMAP 2018**)
- Publicity Chair for the 8th IFIP WG 11.11 International Conference on Trust Management (**IFIPTM 2014**)

Conference Program Committee

- PC member for the 28th International Joint Conference on Artificial Intelligence (**IJCAI 2019**)
- PC member for the IJCAI 2019 Demo Track
- PC member for the 27th ACM Conference on User Modeling, Adaption and Personalization (**UMAP 2019**)
- PC member for the UMAP 2019 LBR Track
- PC member for the 21th International Workshop on Trust in Agent Societies (**Trust 2019**)
- PC member for the Trust Track of the 17th Annual Conference on Privacy, Security and Trust (**PST 2019**)
- PC member for the 20th International Workshop on Trust in Agent Societies (**Trust 2018**)
- PC member for the Trust Track of the 16th Annual Conference on Privacy, Security and Trust (**PST 2018**)
- PC member for the 12th IFIP WG 11.11 International Conference on Trust Management (**IFIPTM 2018**)
- PC member for the ACM RecSys 2017 Workshop Recommender Systems for Citizens (**CitRec 2017**)
- PC member for the 19th International Workshop on Trust in Agent Societies (**Trust 2017**)
- PC member for the 11th IFIP WG 11.11 International Conference on Trust Management (**IFIPTM 2017**)
- PC member for the Trust Track of the 14th Annual Conference on Privacy, Security and Trust (**PST 2016**)
- PC member for the 18th International Workshop on Trust in Agent Societies (**Trust 2016**)
- PC member for the 10th IFIP WG 11.11 International Conference on Trust Management (**IFIPTM 2016**)
- PC member for the 24th International World Wide Web Conference (**WWW 2015**)
- PC member for the 9th IFIP WG 11.11 International Conference on Trust Management (**IFIPTM 2015**)
- PC member for the 23rd International World Wide Web Conference (**WWW 2014**)
- PC member for the 8th International AAAI Conference on Weblogs and Social Media (**ICWSM 2014**)

Invited Referee

- International Conference on Information Systems (ICIS 2018-2019)
- IEEE Transactions on Knowledge and Data Engineering (TKDE)

- International Journal of Human-Computer Interaction (IJHC)
- Information Systems (IS)
- Knowledge and Information Systems (KAIS)
- Information and Management (I&M)
- Journal of the Association for Information Science and Technology (JASIST)
- IEEE Transactions on Cybernetics
- Electronic Commerce Research and Applications (ECRA)
- Decision Support Systems (DSS)
- Pacific Asia Conference on Information Systems (PACIS 2018-2019)
- ACM Transactions on Internet Technology (TOIT 2014-2019)
- Journal of Trust Management
- Aslib Journal of Information Management
- Aslib Proceedings (2014)
- Computational Intelligence Journal (CI 2013)
- World Wide Web Journal (WWWJ 2013)
- International Conference on Service Computing (SCC 2012)
- External Referee for: *AAAI 2019, RecSys 2018, 2017, 2014, IJCAI 2017, 2016, International Conference on Autonomous Agents and Multiagent Systems (AAMAS 2016, 2014, 2013), IEEE Transactions on Services Computing (ToSC 2013), Journal of Trust Management (2013), Decision Support Systems Journal (DSS 2015, 2012), International Workshop on Trust, Reputation and User Modeling (TRUM 2012), International Conference Series on Web Intelligence, Mining and Semantics (WIMS 2012), IEEE/WIC/ACM International Conference on Intelligent Agent Technology (WI-IAT 2012), European Semantic Web Conference (ESWC 2011)*
- Volunteer Services for: *the 23rd International Joint Conference on Artificial Intelligence (IJCAI 2013), the 11th ACM SIGGRAPH International Conference on Virtual-Reality Continuum and its Applications in Industry (VR-CAI 2012), the 25th Annual Conference on Computer Animation and Social Agents (CASA 2012), the 25th IEEE International Conference on Advanced Information Networking and Applications (AINA 2011)*

Others
- Paper Discussant for CSWIM 2017

PROFESSIONAL CERTIFICATE
- CFA level II (passed)
- Member of Association for Information Systems (2016-Present)

Last updated: July 22, 2019