

Ming Gu

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EDUCATION

University of California, Irvine, Irvine, CA, US Expected: June 2024
Ph.D. in Management, specialized in Information Systems
Dissertation: Essays on Large Language Models in Business Advisor: Sanjeev Dewan

Peking University, Beijing, CN
M.S. in Informatics June 2015
B.S. in Information Systems June 2013

City University of Hong Kong, Hong Kong Fall 2010
School of Business, Management Information Systems, Exchange Program

RESEARCH INTERESTS

Methodologies: Machine Learning [M1], Deep Learning [M2], Computer Vision [M3], Natural Language Processing [M4], Econometrics [M5]

Applications: Financial Market [A1], Entertainment [A2], Online Platforms [A3]

WORKING PAPERS

GIF Sentiment and Stock Returns [M1, M3, M4, M5, A1, A3]
with Siew Hong Teoh and Shijia Wu
Target Journal: Journal of Financial Economics

- 2024 Hawaii Accounting Research Conference (HARC)
- 2023 Annual Meeting of Academy of Behavioral Finance & Economics (ABF&E) and Academy of Entrepreneurial Finance (AEF)
- 2022 American Accounting Association (AAA) Annual Meeting; Western Region Conference
- 2022 Conference on Emerging Technologies in Accounting and Financial Economics (CETAFE) at USC
- 2022 Chinese University of Hong Kong-Shenzhen
- 2022 National University of Singapore
- 2022 UCLA Anderson School of Management
- 2022 University of New South Wales
- 2022 University of Minnesota Empirical Research Conference

Movie Synopses and Hidden Preferences [M1, M2, M4, A2, A3]
with Sanjeev Dewan and Brett Danaher
Target Journal: Management Science

- 2023 The Institute for Operations Research and the Management Sciences (INFORMS) Annual Meeting
- 2023 UCI Merage Brownbag

GIFfluence on Markets: Unveiling Investor Mood and Market Returns [M1, M3, M4, M5, A2, A3]
with Siew Hong Teoh and Shijia Wu
Under Review: The Quarterly Journal of Economics (QJE)

- 2024 Hawaii Accounting Research Conference (HARC)
- 2023 China Journal of Accounting Research (CJAR)

WORKS IN PROGRESS

Podcasts Popularity, Feedback and User Engagement [M1, M2, M4, A2, A3]

MindGPT: a Chinese Mental Health Large Language Model [M4, M5, A3]

Multimodal Large Language Models for Stock Market Prediction [M4, M5, A1]

TEACHING INTERESTS

Generative AI, Large Language Models, Data Analytics, Digital Transformation, Management Information Systems, Natural Language Processing, Database Management, Data Visualization and Storytelling

TEACHING EXPERIENCE

DTEI Pedagogical Fellow

Division of Teaching Excellence and Innovation, University of California, Irvine 2022 Academic Year

Teaching Assistants and Lab Instructors

Course Code	Course Name	Instructor	Ratings	Replies
FEMBA 207	Competing with Digital (Spring 2021)	Sanjeev Dewan	3.7/4.0	39/53
FEMBA 290	Machine Learning for Managers (Fall 2020)	Vibhanshu Abhishek	3.9/4.0	20/31
FTMBA 270	Data Camp for Managers (Winter 2021)	Vibhanshu Abhishek	4.0/4.0	5/11
MSBA 212	Data Programming for Analytics (Fall 2023)	Tingting Nian	3.7/4.0	87/138
MSBA 273	Machine Learning Analytics (Fall 2020)	Mingdi Xin	4.0/4.0	39/52
MSBA 275	Natural Language Processing (Spring 2020)	Vibhanshu Abhishek	4.0/4.0	32/49

Pedagogical Techniques

- Breakout Room Discussions
- Lab Tutorials and Reviews
- Live Zoom Meetings and YouTube Recordings
- Remote Access Guidance
- In-class Quizlet Live Interaction Games
- Out-of-class Piazza and Discord Q&As

HONORS & GRANTS

- Merage Doctoral Fellowship 2017-2022 (15/300)
- DTEI Pedagogical Fellowship 2022 (\$5000)
- Long Institute Research Grant 2022 (\$1000)
- Google Cloud Research Credits 2022 (\$3000)
- Merit Student in Leadership 2015 (1/42)
- Guan Yi-Xian Scholarship 2014 (¥2000)
- Tsang Hin-Chi Scholarship 2010-2013 (¥32000)

SERVICE

- Conference Session Chair: ABF&E 2023
- Conference Discussant: ABF&E 2023
- Conference Reviewer: PACIS (2019), ICIS (2021, 2022)
- Membership: INFORMS (2017-now), AIS (2018-now), AOM (2023)
- High Performance Computing Lab Account Coordinator: UCI RCIC (2021-2023)
- College Admission Committee Member: PKU (2010-2014)

INDUSTRY EXPERIENCE

- CITIC Trust Co., Ltd.: 2014 Summer Intern [M1, A1]
- Boston Consulting Group: 2013 Part-time Intern [M1, A1]
- Samsung Beijing Branch: 2012 Summer Research Intern [M1, A3]
- Sina Weibo Data Division: 2011 Summer Data Analyst Intern [M1, M4, A3]

SKILLS

- **Programming:** C, JAVA, PYTHON, R, JULIA, SQL, STATA, MATLAB, MATHEMATICA
- **Visualizing:** D3, MATPLOTLIB, PLOTLY, PAJEK, TABLEAU, WEKA
- **Writing:** L^AT_EX, MARKDOWN, OFFICE365
- **HPC:** GIT, SLURM, Job Scheduling, Cost Management
- **Language Models:** Supervised Fine-tuning, Prompt Engineering with GPT-4 Turbo with Vision
- **Cloud Computing:** AWS, AZURE, GCP

PERSONAL INTERESTS

Running, Cycling, Swimming, Hiking, Skiing, Traveling, Basketball

REFERENCES

Sanjeev Dewan (Committee Chair)

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Faculty Director of the MSBA program
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