

# Wei HU

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Room 2008, Tongji Building A, 1500 Siping Rd, Yangpu District, Shanghai, China

## EDUCATION

- 2017.09-2022.10 **Department of Information Systems, City University of Hong Kong, Hong Kong (SAR)**  
Ph.D. in Information Systems  
Advisor: Prof. Xin LI (City University of Hong Kong)  
Co-advisor: Prof. J. Leon ZHAO (Chinese University of Hong Kong - Shenzhen)
- 2015.09-2016.07 **Department of Mathematics, City University of Hong Kong, Hong Kong (SAR)**  
M.S. in Mathematical Finance and Actuarial Science, Joint Degree with Université Paris Dauphine, France (with Distinction)
- 2010.09-2015.07 **School of Physics Science and Engineering, Tongji University, Shanghai, China**  
B.S. in Applied Physics (with Distinction)

## RESEARCH INTEREST

Topic	Fintech Others	Crowdfunding; Mobile Marketing; Blockchain; Stock Market Social Media
<b>Methodologies</b>	<ul style="list-style-type: none"> <li>Natural Language Processing</li> <li>Machine Learning</li> </ul>	<ul style="list-style-type: none"> <li>Social Network Analysis</li> <li>Statistics and Econometrics</li> </ul>

## WORKING EXPERIENCE

- 2023.03-present **Assistant Researcher**, School of Economics and Management, Tongji University
- 2016.08-2017.08 **Research Assistant**, Department of Economics and Finance, City University of Hong Kong

## TEACHING EXPERIENCE

- 2022.09-2022.12 **IBA6104: Programming for Business and Economics**  
MSc Program in Information Management and Business Analytics  
Chinese University of Hong Kong (Shenzhen)
- 2021.01-2021.05 **IS6200: Blockchain Tech. and Business Apps**,  
2020.01-2020.05 MSc in Information Systems Management  
2019.01-2019.05 City University of Hong Kong

## JOURNAL PUBLICATIONS

- Information Processing in a Crowd-centric Financial Market: Time-varying Effects of Project Update Readability on Crowdfunding Success** with Xin LI, J. Leon ZHAO
  - Major Revision (3<sup>rd</sup> Round)** at *Information Systems Research*
- The Impact of Social Media Coverage on Individuals' Attention to Self-protection** with Qiang CAO, Sijia ZHOU, Bei LUO, Liao
  - Under Review** at *International Journal of Information Management*

## CONFERENCE PAPERS

- Innovation Novelty and Firm Performance: Further Understanding of Text** with Yuk Yee CHAN, Jianming HUANG, Wanyue ZHOU, Xin LI;
  - Under Review** at 27<sup>th</sup> Pacific Asia Conference on Information Systems (PACIS 2023)
- CAO, Q. \*, HU, W. \*, ZHOU, S. \*, LUO, B. \*, YU, Y. \*, LIAO, S. S., ZHAO J.L. & LAU, R. Y. K. (2020). The Role of Media Coverage on Pandemic Containment: Empirical Analysis of the COVID-19 Case. 24th Pacific Asia Conference on Information Systems (PACIS 2020)

3. **HU, W. & ZHAO, J.L.** (2019). The Impact of Textual Online Harassment on the Performance of Projects in Crowdfunding. 23rd Pacific Asia Conference on Information Systems (PACIS 2019)
4. **HU, W. & ZHAO, J.L.** (2018). Portfolio Optimization using Investor Sentiment. 3<sup>rd</sup> International Conference on Smart Finance (ICSF2018)

## WORKING PAPERS

1. **Do Project Owners Learn? Associative Learning vs. Observational Learning in Optimizing Descriptions of Crowdfunding Projects** with *Xin LI*, Prepared for Submission;
2. **Customer Churn Management in Bank Mobile Marketing using Hidden Markov Model;** with *Xin LI*, *Xin XU*, *Vijay MOOKERJEE*, Under Revision;
3. **Hedge Marketing: Correlation-based Robust Recommendation** with *Xin LI*, Under Revision;
4. **Innovation Novelty and Firm Value: Semantic Originality and Technology Uniqueness** with *Yuk Yee CHAN*, *Jianming HUANG*, *Wanyue ZHOU*, *Xin LI*, Under Revision;
5. **Expert vs Amateur: Stock Market Sentiment Diffusion in Social Media** with *Xin LI*
6. **Determinants of the Inequality in Non-fungible Tokens Markets** with *Hongwei MA*, *J Leon ZHAO*, Under Revision;
7. **More Toxic, More Engaged? Effects of Toxic Communication in Online Engagement in Social Media;** with *Leon ZHAO*, *Xin LI*

## GRANT EXPERIENCE

1. Security Mechanism and Protection Algorithm of Blockchain (Shenzhen Science and Technology Plan Project, RIND-1614, 2018.03-2021.03)
2. Investor Sentiment Prediction, Securities Selection and Dynamic Portfolio Technology based on Text Analysis and Machine Learning (Sichuan International Innovation Cooperation Project, 19GJHZ0006, 2018.12-2021.12)

## RESEARCH EXPERIENCE

- 2022.09-2023.02 **Research Assistant (PT)**, School of Management and Economics, Chinese University of Hong Kong (Shenzhen)
- 2017.12-2022.09 **Research Assistant (PT)**, Dep. of Information Systems, City University of Hong Kong
- 2016.07-2016.08 **Research Assistant (PT)**, Dep. of Mathematics, City University of Hong Kong
- 2016.03-2016.07 **Research Assistant (PT)**, Dep. of Economics and Finance, City University of Hong Kong

## HONORS & AWARDS

- 2019.12 College of Business PhD Student Teaching Excellence Award, City University of Hong Kong
- 2019.08 Research Tuition Scholarship (RTS), City University of Hong Kong
- 2019.08 Outstanding Academic Performance Award (OAPA), City University of Hong Kong
- 2015.06 Outstanding Graduates in Shanghai
- 2014.03 Excellent Student Cadres of Tongji University
- 2013.12 National Encouragement Scholarship
- 2013.12 Second Prize, Learning Scholarship of Tongji University
- 2013.06 First Prize, 7th Students Innovation Training Program in Tongji University
- 2012.11 National Encouragement Scholarship
- 2012.08 Second Prize, 3<sup>rd</sup> China Undergraduate Physicists' Tournament (CUPT)
- 2011.10 Outstanding Student of Tongji University
- 2011.12 Shanghai Scholarship
- 2011.12 First Prize, Learning Scholarship of Tongji University

## PROFESSIONAL SERVICE

**Conference Review:**

International Conference on Information Systems 2020, 2019, 2018; Pacific Conference on Information Systems 2020, 2019, 2018

**Journal Review:**

Information Systems Research, Special Issue: Fintech – Innovating the Financial Industry Through Emerging Information Technologies, Information Systems and e-Business Management, Journal of Electronic Commerce Research, Electronic Commerce Research, Information Technology & People, Internet Review

**PROFESSIONAL MEMBERSHIP**

- Association of Information Systems

**SKILLS**

**LANGUAGE** Chinese (Native); English (Fluent); German (Intermediate)

**PROGRAMMING** Python, R, C++, FORTRAN, MySQL

**ANALYTICS** STATA, SAS; MATLAB, Wolfram Mathematica