Jingyuan Yang

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RESEARCH INTERESTS

Data Mining and Knowledge Discovery, Marketing Analytics, and Business Intelligence.

EDUCATION

Ph.D. Candidate, Information Technology, 3.88/4.0,   09/2012 - Present
Rutgers, the State University of New Jersey, Newark and New Brunswick, NJ
Supervisor: Dr. Hui Xiong.
M.S., Information Technology, 3.87/4.0,   09/2010 - 06/2012
Rutgers, the State University of New Jersey, Newark and New Brunswick, NJ
B.A., Information Resource Management, 3.74/4.0 (Top 5),   09/2006 - 07/2010
Nankai University, Tianjin, China.

PUBLICATIONS

Conference Papers (Peer-Reviewed Proceedings)

1. **J. Yang**, C. Liu, M. Teng, M. Liao, H. Xiong. **Buyer Targeting Optimization: A Unified Customer Segmentation Perspective**. *2016 IEEE International Conference on Big Data* (Big Data-2016, regular paper acceptance rate: 18.68%).

2. H. Xu, Z. Yu, **J. Yang**, H. Xiong, H. Zhu. **Talent Circle Detection in Job Transition Networks**. *SIGKDD International Conference on Knowledge Discovery and Data Mining* (KDD-2016 in applied science track, acceptance rate: 12.0%).

3. **J. Yang**, C. Liu, M. Teng, M. Liao, V. Zhu, H.Xiong. **Exploiting Temporal Behavior Patterns and Community Networks for B2B Marketing Campaign Recommendations**. *2015 IEEE International Conference on Data Mining* (ICDM-2015, regular paper acceptance rate: 8.4%).

4. J. Liu, Q. Li, M. Qu, W. Chen, **J. Yang**, H. Xiong, H. Zhong, Y. Fu. **Station Site Optimization in Bike Sharing Systems**. *2015 IEEE International Conference on Data Mining* (ICDM-2015, regular paper acceptance rate: 8.4%).

Book Chapters

- Jingyuan Yang: Mobile GIS Solutions for Retail and Advertising. Encyclopedia of GIS, Springer, ISBN: 978-3-319-23519-6, pp. 1-7, 2016.

Under Review

- **J. Yang**, C. Liu, M. Teng, J. Chen, H. Xiong. **A Unified View of Social and Temporal Modeling for B2B Marketing Campaign Recommendation**. Under the second round review of the *IEEE Transactions on Knowledge and Data Engineering* (TKDE).

- H. Xu, Z. Yu, **J. Yang**, H. Xiong, H. Zhu. **Dynamic Talent Flow Analysis**. Under the first round review of the *IEEE Transactions on Knowledge and Data Engineering* (TKDE).

- **J. Yang**, C. Liu, H.Xiong, C. Choi. **Multi-focal Lead Scoring for Predictive Modeling in B2B Market**. Pending Journal Submission.

INDUSTRIAL EXPERIENCE

Nokia Bell Labs   6/2017 - 8/2017
Data Analytics and Machine Learning Intern

- **Functional Zone Discovery Using A Two-Stage Clustering Approach Based on Points of Interest**: developed a unified clustering approach that successfully identifies functional zones in both suburban and urban areas based on points of interest. The two-stage clustering approach first segments the map into different geolocation-clusters using density-based clustering, and then further groups the geo-clusters into functional zones based on the semantic and other information of the POIs.

Citrix Systems, Inc. 12/2012 - 12/2015
Marketing Analytics Intern
- **Multi-focal Lead Scoring for Predictive Modeling in B2B Market**: developed a multi-focal learning framework which first divided customers into different focal groups using the CHAID decision tree, and then built segment-wise logistic regression scoring models using multi-task learning.
- **Campaign Effectiveness Analysis and Recommendations**: improved B2B campaign recommendation by incorporating both B2B community networks and customer behavior patterns.
- **Email Campaign Targeting**: analyzed user characteristics and email response behavior patterns to improve targeting accuracy and also reduce the unsubscribe rate.

Baidu Inc. 06/2015 - 08/2015
Research Intern, Talent Intelligence Center
- Applied data mining techniques and statistical methods for talent analytics.
- Focused on employee attrition prediction and evaluation of organizational stability.

TEACHING EXPERIENCE

Rutgers Business School 08/2012 - Present
Instructor
- Graduate Course: "Data Mining (22:198:650)"
  Spring 2017 (Overall Quality: 4.14/5.0)
- Undergraduate Course: "Management Information Systems (29:623:220)"
  Fall 2014 (Overall Quality: 4.0/5.0), Fall 2015 (Overall Quality: 4.26/5.0)
- Undergraduate Course: "Data Mining for Business Intelligence (29:623:386)"
  Fall 2012 (Overall Quality: 4.31/5.0), Fall 2013 (Overall Quality: 4.83/5.0)

Teaching Assistant
- Undergraduate Course: "Structured Programming Applications-Java Programming", Spring 2012

Summer Camp Instructor
- Science & Technology Summer Camp 2013–focus on Data Analytics & Information Assurance

HONORS & AWARDS
- IEEE International Conference on Data Mining (ICDM) Travel Award 2015
- SIAM International Conference on Data Mining (SDM) Travel Award 2014 & 2015
- Dean's Fund for Summer Research, *Rutgers Business School* 2014
- Tianjin Municipal Government Scholarship, *Nankai University* 2007-2008
- The 1st Zhou Enlai Scholarship, *Nankai University* 2007
- Outstanding Student Leader, *Nankai University* 2006-2009

PROFESSIONAL ACTIVITIES
Professional Afflictions
- Student member of IEEE computer society.
- Student member of INFORMS.

Presentations and Posters
- A Unified Clustering Approach for Identifying Functional Zones Using Points of Interest Data (Oral Presentation), Nokia Bell Labs, NJ, USA, 2017.
- Tutorial of Advanced Density-based Clustering (Oral Presentation), Nokia Bell Labs, NJ, USA, 2017.
- B2B Marketing Campaign Recommendation: A Social and Temporal Perspective (Oral Presentation), ICDM 2015, Atlantic City, USA, 2015.

- Buyer Targeting Optimization: A Unified Customer Segmentation Perspective (Poster), Ph.D. Forum, SDM 2015, Vancouver, Canada, 2015.
- Multi-focal Lead Scoring for Predictive Modeling in B2B Market (Poster), Ph.D. Forum, SDM 2014, Philadelphia, USA, 2014.

Program Committees
- 2017, the 10th International Conference on Knowledge Science, Engineering and Management (KSEM).

External Reviewer
- ACM SIGKDD Int'l Conf. on Knowledge Discovery and Data Mining (KDD)
- IEEE International Conference on Data Mining (ICDM)
- International Joint Conference on Artificial Intelligence (IJCAI)
- IEEE International Conference on Big Data (Big Data)
- ACM Recommender Systems conference (RecSys)
- AAAI Conference on Artificial Intelligence (AAAI)
- IEEE International Conference on Data Engineering (ICDE)
- IEEE International Conference on Data Science and Advanced Analytics (DSAA)

Journal Reviewer
- ACM Transactions on Knowledge Discovery in Data (TKDD)
- International Journal of Automation and Computing (IJAC)

Student Volunteer
- The IEEE International Conference on Data Mining (ICDM) 2015.

SKILLS

Programming: Python, R, Matlab, SQL.
Tools: MySQL, SQL Server, Tableau, WEKA, SPSS.
Courses: Machine Learning, Data Mining, Advanced Database Systems, Probability Theory, Linear Statistical Models, Information Security.