ZHIYUAN LIU

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EDUCATION

Renmin University of China   Beijing, China
Master in Management Science and Engineering   Sept. 2021 - June 2024 (expected)
- GPA: 3.95/4.00
- TOEFL: 106; GMAT: 710
- Relevant Coursework: Research Methodology for Management, Modern Statistic Methods, Social Networks Analysis, Business Data Analytics, Knowledge & Innovation Management, Models and Decision

Renmin University of China   Beijing, China
Bachelor in Computer Science and Technology   Sept. 2017 - June 2021
- GPA: 3.57/4.00
- Minor in Finance
- Relevant Coursework: Advanced Algebra, Mathematical Analysis, Algorithmic Analysis and Design, Big Data Analysis and Finance, Statistics, Operations Research, Econometrics, Finance, Affective Psychology

Girton College, University of Cambridge   Cambridge, UK
Summer Programme   Aug. 2019 - Sept. 2019

RESEARCH INTEREST

- Topics: Business Analytics, Social Media Analytics, Multimodal Data Analysis, Artificial Intelligence, Causal Inference
- Methodologies: Machine Learning, Data Mining, Deep Learning, Econometric/Statistical Analysis, Natural Language Processing

PUBLICATIONS

1. **Liu, Z.**, Xu, W., Zhang, W., & Jiang, Q. (2023) "An emotion-based personalized music recommendation framework for emotion improvement", *Information Processing & Management*, 60(3), 103256.
2. **Liu, Z.**, Liu, Y., Yan, Z., Yi, Z., and Zhang, W. (2023) "Visualization performance evaluation of analyst reports", *China Summer Workshop on Information Management (CSWIM)*.
3. Liu, Y., **Liu, Z.**, Zhang, W. (2023) "Integrating the IPO roadshow performance for companies' business success prediction", *International Conference on Smart Finance (ICSF)*.

PAPERS IN PREPARATION

1. Is information standardization helpful in communication? Evidence from online healthcare consultation. Under review at *Internet Research*. With Wang, X., Huang, T., Zhang, W., Zeng, Q.
2. A fusion method to predict IPO success incorporating CEO's road show performance. Targeted Journal: *INFORMS Journal on Computing*. With Liu, Y. and Zhang W.
3. Does appearance matter for physicians? A multi-dimensional study on online healthcare consultation. With Wang, X., Huang, T., Zhang, W.

RESEARCH EXPERIENCE

Multi-dimensional evaluation for analytical reports   Oct. 2022 - Present
Team Leader, Advised by Prof. Zhihong Yi, Renmin Business School, and Assoc. Prof. Wenping Zhang, Renmin Information School
- Constructed an innovative model to evaluate the information quality of analytical reports.
- Developed algorithms of text analysis and image understanding to calculate some of the indicators. Established empirical study on real data from Wind to verify the effectiveness of our model.
- Led a 5-person research team of the School of Information in collaboration with students from the Business School.
- Some results of visualization performance evaluation presented at *CSWIM2023*.

Incorporate latent content in video for business performance evaluation   Oct. 2022 - Present
Research Assistant, Adivised by Assoc. Prof. Wenping Zhang, Renmin Information School
- Used hidden information from speakers' micro-expressions, body language, and speech mode through videos to predict business performance.
- Initial results presented at *ICSF2023*.

Multi-dimensional study on online healthcare consultation   Aug. 2022 - Present
Research Assistant, Advised by Assoc. Prof. Wenping Zhang, Renmin Information School, and Prof. Huang Tao, Peking University
- Conducted a systematic investigation into the impacts of physician appearance on online patients' whole decision-making processes, namely search, selection, and evaluation.
- Constructed a four-dimensional facial impression model and verified the effectiveness of our proposed model on the data from one of the largest online healthcare platforms.

Music recommendation for emotion improvement   June 2022 - Jan. 2023
Student Researcher, Advised by Assoc. Prof. Wenping Zhang, Renmin Information School
- Designed an LSTM-based model to select the most suitable and helpful music based on users' mood in the previous period and current emotion stimulus.
- Applied empirical experiments and user studies to prove that our novel framework is precise and helpful.
- Has been published on *Journal of Information Processing and Management* as the First Author

Clickbait detection based on knowledge graph   Sept. 2021 - Mar. 2022
Research Assistant, Advised by Assoc. Prof. Wenping Zhang, Renmin Information School
- Constructed knowledge graphs using news titles and content, and used GNN to detect clickbait.
- Generated objective abstract automatically, then conducted a semantic comparison with the given title to infer clickbait.

Short video understanding based on data augmentation   Nov. 2020 - May 2021
Student Researcher, Advised by Prof. Wei Xu and Assoc. Prof. Wenping Zhang, Renmin Information School
- Drew inspiration from text and image data augmentation and proposed a new video data augmentation method to better identify the features of short videos.
- Brought a certain improvement of 2% in the accuracy of short video understanding.

WORK EXPERIENCE

Aldelo   Beijing, China
Intern, Computer Programmer   July 2021 - Sept. 2021
- Applied Mask R-CNN model to food category identification.
- Constructed and maintained food database that promoted model updates and accuracy improvements.

AWARDS AND HONORS

Renmin University of China
- Excellent Students Awards, the First Scholarship for Excellent Academic Performance (2021-2022), and the Third Scholarship for Excellent Academic Performance (2018)
- Honorable Mention in Mathematical Contest in Modeling (2020), Second Prize in Beijing in China Undergraduate Mathematical Contest in Modeling (2019)

ADDITIONAL INFORMATION

Additional Professional and Extracurricular Experiences
- Counselor for undergraduate freshmen. Provide them with academic and psychological support during the first two years (Sept. 2021 - June 2023)
- Tutor in the course of business data analytics (Sept. 2022 - Jan. 2023)

Computer Skills
- Python (proficient), MySQL, Matlab, R, and Stata

Interests
- Fiction writing, Psychology (passed the comprehensive examination for basic training of psychological counselors of the Institute of Psychology of the Chinese Academy of Sciences and obtained a certificate in 2023), Swimming, Cooking, and Basketball