

# Dr. MA, Jing

Assistant Professor

[Full time faculty]

Department of Computer Science

Hong Kong Baptist University, Hong Kong

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## Education

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- **Ph.D., Information System – Systems Engineering and Engineering Management**  
The Chinese University of Hong Kong, 2016.08 – 2020.02  
Department of Systems Engineering and Engineering Management
- **M.S., Computer Science – Telecommunications Engineering**  
Beijing University of Posts and Telecommunications, 2013.08 – 2016.03
- **B.Eng., Telecommunications Engineering**  
Beijing University of Posts and Telecommunications, 2009.09 – 2013.06  
School of Information and Communications Engineering

## Research Interests

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- Large Language Model: Code Large Language Model, AI Safety
- Multi-modal Large Models– Image Text retrieval, Image Text Understanding, Meme detection
- Credibility– Rumor Detection, Fact Checking, Explainable Fake news detection
- Social Media Analytics – Stance Classification, Opinion mining
- Information Retrieval – Opinion Mining, Question and Answering, Dialog System
- Machine Learning – Supervised or Weak supervised learning, Explainable machine learning

## Selected Publications

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### – Conference Papers

- VideoAutoArena: An Automated Arena for Evaluating Large Multimodal Models in Video Analysis through User Simulation  
Ziyang Luo, Haoning Wu, Dongxu Li, **Jing Ma**, Mohan Kankanhalli, Junnan Li  
**CVPR 2025**: The IEEE/CVF Conference on Computer Vision and Pattern Recognition, Jun 2025, Nashville TN.
- ScratchEval: Are GPT-4o Smarter than My Child? Evaluating Large Multimodal Models with Visual Programming Challenges  
Rao Fu, Ziyang Luo, Hongzhan Lin, Zhen Ye, **Jing Ma**\*  
**NAACL 2025**: North American Chapter of the Association for Computational Linguistics, April, New Mexico.
- Meme Trojan: Backdoor Attacks Against Hateful Meme Detection via Cross-Modal Triggers  
Ruo F Wang, Hongzhan Lin, Ziyuan Luo, Ka Chun Cheung, Simon See, **Jing Ma**, Renjie Wan  
**AAAI 2025**: The 39th AAAI Conference on Artificial Intelligence, Feb 2025, Philadelphia, Pennsylvania, USA.

- CodeJudge-Eval: Can Large Language Models be Good Judges in Code Understanding?  
Yuwei Zhao, Ziyang Luo, Yuchen Tian, Hongzhan Lin, Weixiang Yan, Annan Li, **Jing Ma\***  
**COLING 2025:** The 31th International Conference on Computational Linguistics, Jan 2025, Abu Dhabi, UAE.
- AMR-Evol: Adaptive Modular Response Evolution Elicits Better Knowledge Distillation for Large Language Models in Code Generation  
Ziyang Luo, Xin Li, Hongzhan Lin, **Jing Ma\***, Lidong Bing  
**EMNLP 2024:** Conference on Empirical Methods in Natural Language Processing, Nov 2024, Miami.
- Towards Low-Resource Harmful Meme Detection with LMM Agents  
Jianzhao Huang, Hongzhan Lin, Ziyang Luo, Guang Chen, **Jing Ma\***  
**EMNLP 2024:** Conference on Empirical Methods in Natural Language Processing, Nov 2024, Miami.
- MMCode: Evaluating Multi-Modal Code Large Language Models with Visually Rich Programming Problems  
Kaixin Li, Yuchen Tian, Qisheng Hu, Ziyang Luo, Zhiyong Huang, **Jing Ma**  
**EMNLP 2024:** Conference on Empirical Methods in Natural Language Processing (Findings), Nov 2024, Miami.
- CofiPara: A Coarse-to-fine Paradigm for Multimodal Sarcasm Target Identification with Large Multimodal Models  
Zixin Chen, Hongzhan Lin, Ziyang Luo, Mingfei Cheng, **Jing Ma\***, Guang Chen,  
**ACL 2024:** The 62nd Annual Meeting of the Association for Computational Linguistics, Aug 2024, Bangkok.
- Reinforcement Tuning for Detecting Stances and Debunking Rumors Jointly with Large Language Models  
Ruichao Yang, Wei Gao, **Jing Ma\***, Hongzhan Lin, Bo Wang,  
**ACL 2024:** The 62nd Annual Meeting of the Association for Computational Linguistics (Findings), Aug 2024, Bangkok.
- Towards Explainable Harmful Meme Detection through Multimodal Debate between Large Language Models  
Hongzhan Lin, Ziyang Luo, Wei Gao, **Jing Ma\***, Bo Wang, Ruichao Yang,  
**WWW 2024:** The Web Conference 2024, May 2024, *Singapore*
- Explainable Fake News Detection With Large Language Model via Defense Among Competing Wisdom  
Bo Wang, **Jing Ma\***, Hongzhan Lin, Zhiwei Yang, Ruichao Yang, Yuan Tian, Yi Chang,  
**WWW 2024:** The Web Conference 2024, May 2024, *Singapore*
- WizardCoder: Empowering Code Large Language Models with Evol-Instruct  
Ziyang Luo, Can Xu, Pu Zhao, Qingfeng Sun, Xiubo Geng, Wenxiang Hu, Chongyang Tao, **Jing Ma\***, Qingwei Lin, Daxin Jiang,  
**ICLR 2024:** The Twelfth International Conference on Learning Representations, May 2024, *Vienna, Austria*
- Unleashing Trigger-Free Event Detection: Revealing Event Correlations via A Contrastive Derangement Framework  
Hongzhan Lin, Haiqin Yang, Ziyang Luo, **Jing Ma\***  
**ICASSP 2024:** IEEE International Conference on Acoustics, Speech and Signal Processing, Apr 2024, *Seoul*.
- WSDMS: Debunk Fake News via Weakly Supervised Detection of Misinforming Sentences with Contextualized Social Wisdom  
Ruichao Yang, Wei Gao, **Jing Ma\***, Hongzhan Lin, Zhiwei Yang  
**EMNLP 2023:** Conference on Empirical Methods in Natural Language Processing, Dec 2023, *Singapore*.
- Beneath the Surface: Unveiling Harmful Memes with Multimodal Reasoning Distilled from Large Language Models  
Hongzhan Lin, Ziyang Luo, **Jing Ma\***, Long Chen  
**EMNLP 2023:** Conference on Empirical Methods in Natural Language Processing (Findings), Dec 2023, *Singapore*.
- LexLIP: Lexicon-Bottlenecked Language-Image Pre-Training for Large-Scale Image-Text Sparse Retrieval  
Ziyang Luo, Pu Zhao, Can Xu, Xiubo Geng, Tao Shen, Chongyang Tao, **Jing Ma\***, Qingwei Lin, Daxin Jiang  
**ICCV 2023:** International Conference on Computer Vision 2023, Oct 2023, *Paris*.
- I-TUNING: Tuning Frozen Language Models with Image for Lightweight Image Captioning  
Ziyang Luo, Zhipeng Hu, Yadong Xi, Rongsheng Zhang, **Jing Ma\***  
**ICASSP 2023:** 2023 IEEE International Conference on Acoustics, Speech and Signal Processing, Jun 2023, *Greece*.

- Zero-Shot Rumor Detection with Propagation Structure via Prompt Learning  
Hongzhan Lin, Pengyao Yi, **Jing Ma\***, Haiyun Jiang, Ziyang Luo, Shuming Shi, Ruifang Liu  
**AAAI 2023**: The Thirty-Seventh AAAI Conference on Artificial Intelligence, Feb 2023, *Washington DC*.
- Conditioned Masked Language and Image Modeling for Image-Text Dense Retrieval  
Ziyang Luo, Yadong Xi, Rongsheng Zhang, Gongzheng Li, Zeng Zhao, **Jing Ma\***  
**EMNLP 2022**: The 2022 Conference on Empirical Methods in Natural Language Processing (Findings), Dec 2022, *Abu*.
- A Coarse-to-fine Cascaded Evidence-Distillation Neural Network for Explainable Fake News Detection  
Zhiwei Yang, **Jing Ma\***, Hechang Chen, Hongzhan Lin, Ziyang Luo and Yi Chang  
**COLING 2022**: The 29th International Conference on Computational Linguistics, Oct 2022, *Gyeongju*.
- DecBERT: Enhancing the Language Understanding of BERT with Causal Attention Masks  
Ziyang Luo, Yadong Xi, **Jing Ma**, Zhiwei Yang, Xiaoxi Mao, Changjie Fan, Rongsheng Zhang  
**NAACL 2022**: 2022 Annual Conference of the North American Chapter of the Association for Computational Linguistics (Findings), Jul 2022, *Seattle*.
- Detect Rumors in Microblog Posts for Low-Resource Domains via Adversarial Contrastive Learning  
Hongzhan Lin, **Jing Ma\***, Liangliang Chen, Zhiwei Yang, Mingfei Cheng, Guang Chen  
**NAACL 2022**: 2022 Annual Conference of the North American Chapter of the Association for Computational Linguistics (Findings), Jul 2022, *Seattle*.
- A Weakly Supervised Propagation Model for Rumor Verification and Stance Detection with Multiple Instance Learning  
Ruichao Yang, **Jing Ma**, Hongzhan Lin and Wei Gao  
**SIGIR 2022**: The 45th International ACM SIGIR Conference on Research and Development in Information Retrieval, Jul 2022, *Madrid*.
- AMIF: A Hybrid Model for Improving Fact Checking in Product Question Answering  
Hongzhan Lin, Liangliang Chen, **Jing Ma\***, Zhiwei Yang and Guang Chen  
**IJCNN 2022**: 2022 International Joint Conference on Neural Networks, Jul 2022, *Padua*.
- Rumor Detection on Twitter with Claim-Guided Hierarchical Graph Attention Networks  
Hongzhan Lin, **Jing Ma**, Mingfei Cheng, Zhiwei Yang, Liangliang Chen and Guang Chen  
**EMNLP 2021**: The 2021 Conference on Empirical Methods in Natural Language Processing, Nov 2021, *online*
- HiTRANS: A Hierarchical Transformer Network for Nested Named Entity Recognition  
Zhiwei Yang, **Jing Ma**, Hechang Chen, Yunke Zhang and Yi Chang  
**EMNLP 2021**: The 2021 Conference on Empirical Methods in Natural Language Processing (Findings), Nov 2021.
- Debunking Rumors on Twitter with Tree Transformer  
**Jing Ma** and Wei Gao  
**COLING 2020**: The 28th International Conference on Computational Linguistics, Dec 2020, *online*
- AnswerFact: Fact Checking in Product Question Answering  
Wenxuan Zhang, Yang Deng, **Jing Ma**, Wai Lam  
**EMNLP 2020**: The 2020 Conference on Empirical Methods in Natural Language Processing, Nov 2020, *online*
- Attention-based Multi-level Feature Fusion for Named Entity Recognition  
Zhiwei Yang, Hechang Chen, Jiawei Zhang, **Jing Ma**, Yi Chang  
**IJCAI 2020**: The 29th International Joint Conference on Artificial Intelligence, July 2020, Yokohama, Japan
- Review-guided Helpful Answer Identification in E-commerce  
Wenxuan Zhang, Wai Lam, Yang Deng, **Jing Ma**  
**WWW 2020**: The Web Conference 2020, April 2020, Taipei
- Sentence-Level Evidence Embedding for Claim Verification with Hierarchical Attention Networks  
**Jing Ma**, Wei Gao, Shafiq Joty, and Kam-Fai Wong  
**ACL 2019**: The 57th Annual Meeting of the Association for Computational Linguistics, July 2019, Florence, Italy

- Detect Rumors on Twitter by Promoting Information Campaigns with Generative Adversarial Learning  
**Jing Ma**, Wei Gao, and Kam-Fai Wong  
**WWW 2019**: The Web Conference 2019, May 2019, San Francisco, USA
- Rumor Detection on Twitter with Tree-structured Recursive Neural Networks  
**Jing Ma**, Wei Gao, and Kam-Fai Wong  
**ACL 2018**: The 56th Annual Meeting of the Association for Computational Linguistics, July 2018, Melbourne, Australia
- Detect Rumor and Stance Jointly by Neural Multi-task Learning  
**Jing Ma**, Wei Gao, and Kam-Fai Wong  
**WWW 2018** (Misinformation track): The Web Conference 2018, April 2018, Lyon, France
- Detect Rumors in Microblog Posts Using Propagation via Kernel Learning  
**Jing Ma**, Wei Gao, and Kam-Fai Wong  
**ACL 2017**: The 55th Annual Meeting of the Association for Computational Linguistics, July 2017, Vancouver, Canada
- From Retweet to Believability: Utilizing Trust to Identify Rumor Spreaders on Twitter  
Bhavtosh Rath, Wei Gao, **Jing Ma**, and Jaideep Srivastava  
**ASONAM 2017**: The 2017 IEEE/ACM International Conference on Advances in Social Networks Analysis and Mining, August 2017, Sydney
- Detecting Rumors from Microblogs with Recurrent Neural Networks  
**Jing Ma**, Wei Gao, Prasenjit Mitra, Sejeong Kwon, Bernard J. Jansen, Kam-Fai Wong, and Meeyoung Cha  
**IJCAI 2016**: The 25th International Joint Conference on Artificial Intelligence, July 2016, New York, USA
- Detect Rumors Using Time Series of Social Context Information on Microblogging Websites  
**Jing Ma**, Wei Gao, Zhongyu Wei, Yueming Lu, and Kam-Fai Wong  
**CIKM 2015**: The 24th ACM International Conference on Information and Knowledge Management, October 2015, Melbourne, Australia

#### – Journal Papers

- Utilizing Computational Trust to Identify Rumor Spreaders on Twitter  
Bhavtosh Rath, Wei Gao, **Jing Ma**, and Jaideep Srivastava  
**SNAM**: Social Network Analysis and Mining, 8:64, December 2018, Springer
- An Attention-based Hybrid Model for Rumor Detection with Tree-structured Recursive Neural Networks  
**Jing Ma**, Wei Gao, Shafiq Joty, and Kam-Fai Wong  
**TIST**: ACM Transactions on Intelligent Systems and Technology, 2020, 11(4): 1-28
- Improving Rumor Detection by Promoting Information Campaigns with Transformer-based Generative Adversarial Learning  
**Jing Ma**, Jun Li, Wei Gao, Yang Yang, and Kam-Fai Wong  
**TKDE**: IEEE Transactions on Knowledge and Data Engineering, 2021.
- Context-aware Attentive Multi-level Feature Fusion for Named Entity Recognition  
Zhiwei Yang, **Jing Ma**, Hechang Chen, Jiawei Zhang and Yi Chang  
**TNNLS**: IEEE Transactions on Neural Networks and Learning Systems, 2022.
- EHR-KnowGen: Knowledge-enhanced Multimodal Learning for Disease Diagnosis Generation  
Shuai Niu, **Jing Ma**, Liang Bai, Zhihua Wang, Guo Li, Xian Yang  
**Information Fusion**, 2023
- CoTea: Collaborative Teaching for Low-resource Named Entity Recognition with A Divide-and-conquer Strategy  
Zhiwei Yang, **Jing Ma**, Kang Yang, Hechang Chen, Huiru Lin, Ruichao Yang and Yi Chang  
**Information Sciences**, 2024.

- A deep clustering-based state-space model for improved disease risk prediction in personalized healthcare  
Shuai Niu, **Jing Ma**, Qing Yin, Liang Bai, Chen Li and Xian Yang  
**Annals of Operations Research**, 2024.
- Towards low-resource rumor detection: Unified contrastive transfer with propagation structure  
Hongzhan Lin, **Jing Ma\***, Ruichao Yang, Zhiwei Yang, Mingfei Cheng  
**Neurocomputing**, 2024.
- LLM-Enhanced Multiple Instance Learning for Joint Rumor and Stance Detection with Social Context Information  
Ruichao Yang, **Jing Ma\***, Wei Gao, Hongzhan Lin  
**TIST: ACM Transactions on Intelligent Systems and Technology**, 2025.
- GOAT-Bench: Safety Insights to Large Multimodal Models through Meme-Based Social Abuse  
Hongzhan Lin, Ziyang Luo, Bo Wang, Ruichao Yang, **Jing Ma\***  
**TIST: ACM Transactions on Intelligent Systems and Technology**, 2025.
- Scientific poster generation: A new dataset and approach  
Xinyi Zhong, Zusheng Tan, Jing Li, Shen Gao, **Jing Ma**, Shanshan Feng, Billy Chiu  
**Pattern Recognition**, 2025.

#### – Workshop Papers

- Cross-lingual COVID-19 Fake News Detection  
Jiangshu Du, Yingdong Dou, Congying Xia, Limeng Cui, **Jing Ma**, and Philip Yu  
**SDM 2021: The First IEEE International Workshop on Social Data Mining in the Post-pandemic Era @ICDM 2021**
- UIR-PKU: Twitter-OpinMiner System for Sentiment Analysis in Twitter at SemEval 2015  
Xu Han, Binyang Li, **Jing Ma**, Yuxiao Zhang, Gaoyan Ou, Tengjiao Wang, Kam-Fai Wong  
**SemEval 2015: The 9th International Workshop on Semantic Evaluation @NAACL-HLT 2015**

#### Recent Research Grants as Principal Investigator (PI)

- “Automatic Fact Verification via Reasoning Across Multiple Sourced Data”, **PI**, The AI-Info Communication Study (AIS) Scheme, HK\$ 150,000 [Jan 2021 – Aug 2022]. **Completed.**
- “Weakly Supervised Deep Learning for Robust Opinion Mining on Social Media with Minimal Annotation”, **PI**, One-off Tier 2 Start-up Grant, HK\$ 350,000 [Aug 2022 – Aug 2024], **On-going.**
- “Conversation-based Reasoning for Explainable Fake News Detection via Weakly Supervised Evidence Detection”, **PI**, RGC Early Career Scheme, HK\$ 969,680 [Jan 2023 – Dec 2025], **On-going.**
- “基于社交关系的新闻自动摘要与虚假信息对抗”, **PI**, 国家自然科学基金-青年科学基金项目, RMB 300,000 [Jan 2023 – Dec 2025], **On-going.**
- “价值观对齐的可信大语言模型研究”, **PI**, 2024 腾讯犀牛鸟专项, HKD 350,000 [Jun 2024 – Jun 2025], **On-going.**

#### Academic Services

- **Conference Area Chair:**
  - AACL 2023, NAACL 2024, ACL 2024, EMNLP 2024, NLPCC 2024
- **Program Committee Member:**
  - WSDM 2023-2024, EACL 2023, AACL 2022, WWW2021 2023-2024, AAAI 2019-2022, ACL 2019, EMNLP 2019, AI 2019
- **Journal Reviewer:**
  - IEEE Transactions on Pattern Analysis and Machine Intelligence (TPAMI)
  - IEEE Transactions on Knowledge and Data Engineering (TKDE)
  - ACM Transactions on Intelligent Systems and Technology (TIST)

- IEEE Transactions on Neural Networks and Learning Systems (TNNLS)
- ACM Transactions on Multimedia Computing, Communications and Applications (TOMM)
- PLOS ONE
- Neurocomputing
- **Workshop Organizer:**
  - Preventing and Detecting LLM Generated Misinformation@AAAI-25
- **Invited Talks:**
  - “Large Language Model for Social Safety”, Keynote Speaker at SSNLP 2024, Singapore, Nov 6th, 2024.
  - “Large Language Model: Background, Techniques and our development” at How Well Can AI Assist Us in Coding and Grading Tasks?, Hong Kong, Nov 30th, 2023.
  - “Social Context Assisted Fact-checking via Weakly Supervised Learning” at AI NEW HORIZONS 2023: A Symposium with Scientific Leaders, Hong Kong, Nov 18th, 2023.
  - “Social Context Assisted Fake News Detection and Stance Detection” at Beijing University of Posts and Telecommunications, China, Apr 11st, 2023.
  - “Social Context Assisted Fake News Detection and Stance Detection” at Jilin University, China, Apr 6th, 2023.
  - “Social Assisted Rumor Detection and Fake News Detection” at Turing NLP Special Interest Group, London, Mar 23rd, 2023.
  - “Chatbot and NLP” at Hong Kong Baptist University, Hong Kong, Feb 7th, 2023.
  - “Combating Misinformation in the Era of Social Media” at Jilin University, China, Sep 13rd, 2022.
  - “Combating Misinformation in the Era of Social Media” at Fudan University, China, Jul 1st, 2022.
  - “Introduction to Natural Language Processing” at Agricultural Bank of China, China, Sep 27<sup>th</sup>, 2019.
  - “Detect Rumors on Twitter by Promoting Information Campaigns with Generative Adversarial Learning” at Singapore Management University, Singapore, Apr 3<sup>rd</sup>, 2019.
  - “Introduction to Rumor-related Research from Social media” at Beijing University of Posts and Telecommunications, China, Mar 29<sup>th</sup>, 2018.
  - “Detect Rumor and Stance Jointly by Neural Multi-task Learning” at National Taiwan University, Taiwan, Apr 12<sup>th</sup>, 2018.
  - “Deep Neural Models on Rumor Detection from Social Media” at University of Electric Science and Technology of China, China, Sep 9<sup>th</sup>, 2018.

## Academic Experiences

Visiting Scholar	Institute for Basic Science (South Korea)	Dec.2019 – Feb.2020
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- **Responsibilities:** Consistency recognition for Wikimedia services, hate speech detection, etc
- **Supervisor: Assoc Prof.** Meeyoung Cha
- Data Science Group

Visiting Scholar	Nanyang Technological University (Singapore)	Dec.2018 – Aug.2019
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- **Responsibilities:** Claim Verification and Fact Checking from multi-sourced web outlets.
- **Supervisor: Assoc Prof.** Shaffiq Rayhan Joty
- Dept. NLP Lab at School of Computer Science and Engineering (SCSE)

## Recognition, Achievements, and Events

- “An Attention-based Rumor Detection Model with Tree-structured Recursive Neural Networks” is recognized as Top Five Outstanding TIST Articles in 2022.

- Recognised as one of “The 2022 Women in AI” by AMiner.
- Named Recipients of “2022 AI 2000 Most Influential Scholar Award Honorable Mention” by AMiner.
- Recognised as “The World’s top 2% scientists” released by Stanford University.
- Selected into “2023 AI Chinese Female Young Scholars list (2023 AI 华人女性青年学者榜)” (2023)
- More than 50 publications in refereed journals and conferences, including ACL, WWW, EMNLP, IJCAI, TKDE and TIST, received a total of 6200+ citations, with an h-index 26 (*Google Scholar*).

## Teaching & Tutorials

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- **COMP 4136/7045:** Natural Language Processing, Spring 2021-2025 [Lecture]
- **COMP 2865:** Fundamental of Data Analysis and Management, Fall 2021, 2024 [Lecture]
- **COMP4125/7820:** Visual Analytics & Decision Support, Spring/Fall 2021-2024 [Lecture]
- **COMP4085:** Selected topics in Information Intelligence, Fall 2020 [Lecture]
- **ITS7010:** ITS Doctoral Research Training I, Fall 2024 [Speaker]

## Mentoring

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- **TIAN, Yuchen** PhD at [Hong Kong Baptist University](#) [Jan, 2025 - ]
- **KONG, Chuyi** PhD at [Hong Kong Baptist University](#) [Aug, 2024 - ]
- **FU, Rao** PhD at [Hong Kong Baptist University](#) [Aug, 2024 - ]
- **Sun, Yuxi** PhD at [Hong Kong Baptist University](#) [Aug, 2023 - ]
- **Lin, Hongzhan** PhD at [Hong Kong Baptist University](#) [Aug, 2022 - ]
- **Luo, Ziyang** PhD at [Hong Kong Baptist University](#) [Aug, 2021 - ]
- **Yang, Ruichao** PhD at [Hong Kong Baptist University](#) [Aug, 2020 – Nov, 2024]
- **Niu, Shuai** PhD at [Hong Kong Baptist University](#) [Aug, 2020 - ]
- **Yang, Zhiwei** PhD at [Jilin University](#), visited during [Mar, 2023 - Sep, 2023]
- **Wang, Bo** PhD at [Jilin University](#), visited during [Mar, 2023 - Mar, 2024]
- **Li, Jun** PhD at [University of Electronic Science and Technology of China](#)
- **Peng, Likai** Research Assistant at [Hong Kong Baptist University](#) [Oct, 2021 - Oct, 2022]