

## Shengli Hu

---

### CONTACT INFORMATION

250 West 50th Street  
2H  
New York, NY 10019

Phone: (213) 271-5530  
E-mail: sh2264@cornell.edu  
Website: shenglih.github.io

### SELECTED PUBLICATIONS AND CONFERENCES

**Shengli Hu.** 2020. [Book] *Somm: Into the Model — When Sommelier Meets Data Science*.

**Shengli Hu.** 2020. “Detecting Domain-Specific Credibility and Expertise in Text and Speech.” In Proceedings of *InterSpeech 2020*.

Mahdi Abavisani, Liwei Wu, **Shengli Hu**, Joel Tetreault, Alex Jaimes. “Multimodal Detection of Crisis Events in Social Media.” 2020. In Proceedings of *Computer Vision and Pattern Recognition (CVPR 2020)* [Cross Attention, AI for Social Goods, Language and Vision, Multimodal Learning]

**Shengli Hu.** “Detecting Concealed Information in Text and Speech”. 2019. In Proceedings of *Association of Computational Linguistics (ACL 2019)* [Best Paper Award Nominee]

**Shengli Hu.** “Somm, Into the Model”. 2018. In Proceedings of *Empirical Methods in Natural Language Processing (EMNLP 2018)*. [Question Answering, Siamese Neural Networks]

**Shengli Hu**, and Ali Borji. “Understanding Perceptual and Conceptual Fluency at a Large Scale”. 2018. In Proceedings of *European Conference on Computer Vision (ECCV 2018)*. [Cognition & Perception, Information Theory, Convolutional Neural Networks]

Shawn Mankad, **Shengli Hu**, and Anandasivam Gopal. “Single Stage Prediction with Embedded Topic Modeling of Online Reviews for Mobile App Management”. 2017. *Annals of Applied Statistics*. [Non-negative Matrix Factorization, Optimization]

**Shengli Hu.** “Understanding Visual and Conceptual Fluency at a Large Scale”. 2017. *International Conference of Computer Vision (ICCV 2017)*, *Mutual Benefits of Cognitive and Computer Vision (MBC) Workshop*. [Information Theory, Convolutional Neural Networks, Visualization]

**Shengli Hu.** “Never Tell Me the Odds: How Belief Dynamics Shape Audience Experience in Sports”. *Spotlight talk at the Association for Computational Linguistics (ACL 2017) Workshop on Natural Language Processing and Computational Social Science (NLP+CSS)*. [Functional Data Analysis, Behavioral Economics, Vector Autoregression]

**Shengli Hu.** “Information Design and Audience Experience”. 2017. *Marketing Science Conference*. [Word Embeddings, Support Vector Machines, Bayesian Updating, Behavioral Economics]

**Shengli Hu.** “Dynamics of Ideation in Crowdsourcing Platforms”. 2013. *The Institute for Operations Research and the Management Sciences (INFORMS) Annual Conference*. [Game/Contract Theory, Signaling]

**Shengli Hu**, and Weixin Shang. 2012. “Managing Green Supply: Carbon Labeling Implications in Supply Chains”. *INFORMS International Conference*. [Game/Contract Theory, Signaling]

### EDUCATION

**Cornell University**, Ithaca, New York

Ph.D., Information Management, Johnson School of Management, 2019

Concentrations: Quantitative Marketing, Computer Science, Information Management

**University of Southern California**, Los Angeles, California  
 PhD-level Coursework in Economics, Dept of Economics, 2014

**Fudan University**, Shanghai, China  
 B.S., Management Science, School of Management<sup>1</sup>, 2012

WORK  
EXPERIENCE

**Dataminr**, New York City, New York

Research Scientist, 2019 -

- Built and deployed large-scale logo detection and text recognition/OCR models;
- Developed causal inference models for social networks and covid-19;
- Facilitated time series analyses of flight trajectories, and information extraction of events.

SOFTWARES AND  
LANGUAGES

**Fluent: Python & R**, bash, L<sup>A</sup>T<sub>E</sub>X, AWS EC2, SQL, English, Mandarin

INTERNSHIP  
EXPERIENCE

Citibank (Operations), HSBC (New Product Development), GE Capital (Marketing)

TEACHING  
EXPERIENCE

Introduction to Programming in R and SQL (TA; Spring 2016, 2017); Advanced Data Analytics Applications and Methods (TA; Spring 2016, 2017); International Marketing (TA; Spring 2016)

SCHOLARSHIPS

Renmin Scholarship, 2009-2012; Honor Thesis, Fudan University, 2012  
 Sage Fellowship, Cornell University, 2014-2018  
 Conference Grants, Graduate School, 2015-2018; Travel Award, EMNLP(2018), ACL(2019)

ACADEMIC  
EXPERIENCE AND  
SERVICE

Researcher at the Lab for Experimental Economics & Decision Research (LEEDR), 2015 Research Assistant at the Los Angeles Behavioral Economics Laboratory (LABEL), 2014  
 Ad hoc reviewer for *ECCV 2018*, *Management Science*, *International Conference on Information Systems 2017*. Student member of *INFORMS*, *AEA*, *ACL*, *ASA*, *APA*, *AEA*, *IEEE*, *ACM*, *AMA*

PHD COURSEWORK

Advanced Artificial Intelligence	Advanced Computer Vision
Networks, Crowds and Markets	Advanced Machine Learning
Advanced Topics in Econometrics II	Empirical Strategies for Policy Analysis II
NLP and Social Interaction	Functional Data Analysis
Economics and Politics	Econometrics for Network Analysis
Dynamic Optimization	Bayesian Statistics in Marketing
Seminar in Cognitive Science	Seminar in Computer Graphics
Seminar in Artificial Intelligence	Quant Marketing Seminar
Empirical Industrial Organization	Computationally Intensive Methods
Theory of Linear Models	Text Mining History and Literature
Optimization Over Time	Semi/Non-parametric Econometrics
Experimental Economics	Marketing Strategy and Mix Models
Econometric Methods	Probability and Statistics for Economists
Microeconomic Theory I: Consumer Theory	Microeconomic Theory II: Contract Theory
Practice of Econometrics	Current Research in OM I: Stochastic Models
Current Research in OM II: Revenue Management	Elements of Stochastic Processes
Inventory and Supply Chain Theory	Cognition and Learning

MISC

Certified Sommelier by The Court of Master Sommelier, Diploma in Wine with Merit by Wine and Spirits Education Trust, Certified Specialist of Wine by Society of Wine Educators (SWE), Certified Specialist of Spirits by SWE

---

<sup>1</sup>The highest ranked business school in mainland China based on research as of 2018