# Shengli Hu

CONTACT INFORMATION

250 West 50th Street, 2H
New York, NY 10019
She/Her/Hers

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

SELECTED PUBLICATIONS AND CONFERENCES

**Shengli Hu**. 2021. "Unsupervised Style Transfer for Artisan Cartography". Submitted to *ICCV*.

**Shengli Hu**. 2021. [**Book**] "Somm: Into the Model — AI for Wine Professionals." [*Forthcoming*]

**Shengli Hu**. 2020. "Detecting Domain-Specific Credibility and Expertise in Text and Speech." In Proceedings of **InterSpeech** *2020*. [Multimodal Learning, Multi-task Learning, SpeechBert]

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, 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 an internal active learning pipeline for model deployment;
- Facilitated time series analyses of flight trajectories, and information extraction of events.

| | |
|---|---|
| SOFTWARES AND LANGUAGES | Python, R, bash, LATEX, Pytorch, Keras, AWS EC2, D3, JavaScript, SQL, English, Mandarin |
| INTERNSHIP EXPERIENCE | Citibank (Operations), HSBC (New Product Development), GE Capital (Marketing) |
| TEACHING EXPERIENCE | Introduction to Programming in R & SQL; Advanced Data Analytics; International Marketing |
| SCHOLARSHIPS | Renmin Scholarship, 2009-2012; Honor Thesis, Fudan University, 2012 <br> 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 <br> Research Assistant at the Los Angeles Behavioral Economics Laboratory (LABEL), 2014 <br> 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 | Master of Wine candidate (Institute of Master of Wine), Diploma in Wine with Merit by Wine and Spirits Education Trust (WSET), Certified Sommelier by The Court of Master Sommelier (CMS), Certified Specialist of Wine and Spirits by Society of Wine Educators (SWE). |