

Shengli Hu

CONTACT INFORMATION

546 Main Street, A 416
Roosevelt Island, NY 10044
Cornell University

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

EDUCATION

Cornell University, Ithaca, New York

Ph.D., Information Management, Johnson School of Management, 2014 - 2018

- Minor in Computer Science & Statistics
- Dissertation Topic: “Information Design with Big Data”
- Chapters: Information Design in Storytelling; Logo Designs, Memorability, and Likability; Computer Vision for Marketing, and Marketing with Computer Vision
- Advisor: Vrinda Kadiyali

University of Southern California, Los Angeles, California

PhD-level Coursework in Economics, Dept of Economics & Industrial Engineering, 2013 - 2014

Fudan University, Shanghai, China

B.S., Management Science/Operations Research, School of Management¹, 2008 - 2012

SELECTED PUBLICATIONS

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*.

Shengli Hu. “Somm, Into the Model”². 2018. In Proceedings of *Empirical Methods in Natural Language Processing (EMNLP 2018)*.

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)*.

CONFERENCES

Understanding Visual and Conceptual Fluency at a Large Scale
International Conference of Computer Vision (ICCV), Mutual Benefits of Cognitive and Computer Vision (MBC) Workshop. Oct. 2017. Venice, Italy.

Never Tell Me the Odds: How Belief Dynamics Shape Audience Experience in Sports
Spotlight talk at the Association for Computational Linguistics (ACL) Workshop on Natural Language Processing and Computational Social Science (NLP+CSS), Aug. 2017. Vancouver, Canada.

Information Design and Audience Experience
Marketing Science Conference. June. 2017, Los Angeles, CA.

Dynamics of Ideation in Crowdsourcing Platforms
The Institute for Operations Research and the Management Sciences (INFORMS) Annual Conference. Oct. 2013. Minneapolis, MN.

Managing Green Supply: Carbon Labeling Implications in Supply Chains
INFORMS International. June. 2012. Beijing, China.

¹The highest ranked business school in mainland China based on research as of 2018

²— How Machine/Deep Learning Models Outperform Sommeliers

RESEARCH INTERESTS	<p><i>Substantive:</i> Computer Vision, Natural Language Processing, Computational Social Science, Behavioral Economics, Cognition and Perception;</p> <p><i>Methodological:</i> Applied Machine Learning (and Deep Learning), Applied Statistics, Experimental Economics, Econometrics, Optimization (Operations Research).</p>
SOFTWARES, LANGUAGES AND PLATFORMS	<p>Fluent: Python (Tensorflow, keras, nltk, opencv, etc.) & R, bash, L^AT_EX, AWS EC2, SQL, English, Mandarin; Intermediate: Julia, C/C++, Octave, Stata, Italian, German, Spanish, French, High Valyrian; Elementary: Ruby, JavaScript, Japanese, Hebrew.</p>
ACADEMIC EXPERIENCE AND SERVICE	<p>Research Assistant at the Los Angeles Behavioral Economics Laboratory (LABEL), 2014;</p> <p>Research Assistant at the Lab for Experimental Economics & Decision Research (LEEDR), 2015.</p> <p>Ad hoc reviewer for <i>ECCV 2018</i>, <i>Manufacturing & Service Operations Management</i>, <i>International Conference on Information Systems 2017</i>. Student member of <i>INFORMS</i>, <i>AEA</i>, <i>ACL</i>, <i>ASA</i>, <i>APA</i>.</p>
SCHOLARSHIPS	<p>Renmin Scholarship, 2009-2012</p> <p>Research Assistantship, USC, 2014</p> <p>Fellowship, Cornell University, 2014-2018</p> <p>Conference Grants, Cornell Graduate School, 2015-2018</p>
SELECTED WORK IN PROGRESS	<p>Playlist Curation and the Consumption of Music</p> <p>A Trip Down Memory Lane: Identifying and 3D Reconstructing Memorable Experiences in the Wild</p> <p>[Book] Somm: Into the Model — When Sommelier Meets Data Science [English, Chinese]</p>
SELECTED RESTING PAPERS	<p>An Evolutionary Theory of Creativity and Ideation</p> <p>Harbingers of Entrepreneurial Failure: Evidence from Half A Million Business Pitches</p> <p>Social-voting and Online Content Management</p> <p>Sourcing Network Formation via Matching: Theory and Experiments</p>
PROFESSIONAL EXPERIENCE	<p>Unilever, Supply Chain Intern, Shanghai, 2012</p> <p>General Electric, GE Corporate, Marketing Intern, Shanghai, 2011</p> <p>Citibank, Operations Intern, Shanghai, 2010</p> <p>HSBC, Product Development Intern, Shanghai and Hong Kong, 2010</p>
TEACHING ASSISTANCE	<p>NBA 6550 Introduction to Programming in R and SQL (Spring 2016, 2017)</p> <p>NBA 6920 Advanced Data Analytics Applications and Methods (Spring 2016, 2017)</p> <p>NBA 6950 International Marketing (Spring 2016)</p>
PHD COURSEWORK	<p>Advanced Artificial Intelligence · Advanced Computer Vision · Advanced Topics in Econometrics II · Empirical Strategies for Policy Analysis II · 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 (Audit) · Computationally Intensive Methods · Theory of Linear Models · Text Mining History and Literature (Audit) · Networks, Crowds and Markets (Audit) · Advanced Machine Learning · Optimization Over Time · Semi/Non-parametric Econometrics (Audit) · Experimental Economics · Marketing Strategy and Mix Models · Microeconomic Theory I: Consumer and Production Theory · Microeconomic Theory II: Contract Theory · Econometric Methods · Probability and Statistics for Economists · 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 (Audit)</p>