

Shengli Hu

CONTACT INFORMATION

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SELECTED PUBLICATIONS AND CONFERENCES

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

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)*. [Image Processing, Convolutional Neural Networks, Cognition & Perception, Information Theory]

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

SELECTED WORK IN PROGRESS AND UNDER SUBMISSION

Shengli Hu. Detecting Concealed Information in Texts and Speeches [Language Models, Speech Processing, Computational Linguistics]

Shengli Hu. Acoustic-Prosodic Indicators of Concealed Information in Texts and Speeches

Shengli Hu. Linguistic Indicators of Concealed Information in Texts and Speeches [Language Models, Computational Linguistics]

[Book] Somm: Into the Model — When Sommelier Meets Data Science

EDUCATION

Cornell University, Ithaca, New York

Ph.D., Information Management/Quant Marketing, Johnson School of Management, 2019

- Dissertation: “Information Design with Big Data”

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 Management¹, 2012

SOFTWARES, LANGUAGES AND PLATFORMS	Fluent: Python (Tensorflow, keras, nltk, opencv, etc.) & R , bash, L ^A T _E X, AWS EC2, SQL, English, Mandarin; Classroom Study: Julia, C/C++, Octave, Stata, Italian, German, Spanish, French, High Valyrian.	
PROFESSIONAL EXPERIENCE	Citibank (Operations Intern) GE Capital (Marketing Intern)	HSBC (New Product Dev Intern) Unilever (Supply Chain Intern)
TEACHING EXPERIENCE	Introduction to Programming in R and SQL (Spring 2016, 2017); Advanced Data Analytics Applications and Methods (Spring 2016, 2017); International Marketing (Spring 2016)	
SCHOLARSHIPS	Renmin Scholarship, 2009-2012; Honor Thesis, Fudan University, 2012 Research Assistantship, USC, 2014; Sage Fellowship, Cornell University, 2014-2018 Conference Grants, Graduate School, 2015-2018; Travel Award, EMNLP, 2018	
ACADEMIC EXPERIENCE AND SERVICE	Researcher at the Lab for Experimental Economics & Decision Research (LEEDR), 2015 <ul style="list-style-type: none"> • Sourcing Network Formation via Stable Matching: Theory and Experiments Research Assistant at the Los Angeles Behavioral Economics Laboratory (LABEL), 2014 <ul style="list-style-type: none"> • Time preference and preference of time; Shaming strategies to deter online piracy; Neuroeconomic foundations of Weak Axiom of Revealed Preferences 	
PHD COURSEWORK	Advanced Artificial Intelligence Networks, Crowds and Markets (Audit) Advanced Topics in Econometrics II Economics and Politics Dynamic Optimization Seminar in Cognitive Science Seminar in Artificial Intelligence Empirical Industrial Organization (Audit) Theory of Linear Models Optimization Over Time Experimental Economics Microeconomic Theory I: Consumer Theory Econometric Methods Practice of Econometrics Current Research in OM II: Revenue Management Inventory and Supply Chain Theory	Advanced Computer Vision Advanced Machine Learning Empirical Strategies for Policy Analysis II Econometrics for Network Analysis Bayesian Statistics in Marketing Seminar in Computer Graphics Quant Marketing Seminar Computationally Intensive Methods Text Mining History and Literature (Audit) Semi/Non-parametric Econometrics (Audit) Marketing Strategy and Mix Models Microeconomic Theory II: Contract Theory Probability and Statistics for Economists Current Research in OM I: Stochastic Models Elements of Stochastic Processes Cognition and Learning (Audit)

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