

# Shengli Hu

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## CONTACT INFORMATION

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Cornell University

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## 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 Management<sup>1</sup>, 2008 - 2012

## SELECTED PUBLICATIONS AND CONFERENCES

**Shengli Hu**. “Somm, Into the Model”<sup>2</sup>. 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)*.

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**. 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*.

**Shengli Hu**. 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*.

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

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

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

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

<sup>2</sup>— 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><b>Fluent:</b> Python (Tensorflow, keras, nltk, opencv, etc.) &amp; R, bash, L<sup>A</sup>T<sub>E</sub>X, 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 &amp; Decision Research (LEEDR), 2015.</p> <p>Ad hoc reviewer for <i>ECCV 2018</i>, <i>Manufacturing &amp; 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>[<b>Book</b>] 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 Capital, 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>