


Zijian ZHANG

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Education

City University of HongKong, Department of Information System	HongKong, China
MSc in Business Data and Analytic 3.58/4.30	08/2022-08/2023

Relevant Courses: Data Mining, Data Visualization, Database Management systems, Statistical Data Analysis, Analytical Programming with Python, (Human-Computer Interaction), etc.

Nanjing Agriculture University, Department of Agricultural Economy	Nanjing, China
Bachelor of Economy (Top2 Nationwide, 211) 87/100	09/2018-06/2022

Relevant Courses:

Mathematics: Calculus, Linear Algebra, Applied Statistics (95+)

Computer Science: Programming Language, Discrete Mathematics (90+) System Theory, Experiment in Visual Basic Programming Language (95+)

Working Experience

Baptist University of Hong Kong, Department of AEF	HongKong, China
Teaching Assistant	08/2023- present

ECON₄₀₀₆ Time Series Analysis and Forecasting (UG)

ECON₃₇₀₅ Big Data Analytics with Python (Section 7) (UG)

ECON₇₈₈₀ Foundations in Big Data Analytics: Concepts and Techniques (PG)

ECON₇₂₇₀ Artificial Intelligence for Business (Section 7) (PG)

ECON₇₉₄₀ Data-driven Decision Making (Section 7) (PG)

Beijing Core biology science and technology co., ltd	Beijing, China
Product Research Assistant	06/2021-08/2021

This work is about a disease detection kit development project. Mainly assisted the experimental team in characteristic engineering of clinical samples. Reduced the dimension and visualized the experimental results, and evaluated the sensitivity and specificity of the kit.

Research

A Four-Modality Fusion Method of Crowdfunding Project Reasoning.	11/2023
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Zijian ZHANG,

Journal of IEEE TMM, under review (JCR Q1) [[paper](#)] [[code](#)] [[website](#)]

Do Trust in Crowdfunding Effects Investing Decisions? - Evidence From Reward-Crowdfunding Platform?	09/2023
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Zijian ZHANG,

working paper [[paper](#)]

Using Multiple Forms of Cues and Signals to Predict Crowdfunding Success.

Zijian ZHANG,

working paper [[paper](#)] [[code](#)] [[sides](#)]

07/2023

Do Information Infrastructure Promote Better Resident Health?	08/2023
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Zijian ZHANG, Han Ye

Journal of health economics, under review (JCR Q1)

The Influence of "Insurance + Futures" Pilot on Farmers' Input and Management Scale of Agricultural Resources. 07/2022
Zijian ZHANG, LIU Yan; ZHANG Hanie; ZHENG Shubha; CHEN Xiyu,
Journal of Tianjin Agricultural Science, published (JCT Cited:3) [paper]

Analysis of the Impact of Risk Attitudes on Rural Household Entrepreneurship in China 05/2022
 Undergraduate thesis [paper] [slides]

Academic Projects

Individual Project: Multi-modal Prediction Analysis of Crowdfunding Platform HK, China

Instructor: Professor Raymond Y.K. Lau 09/2022-12/2022

- **Independently** collected an enhanced datasets covering two crowdfunding platforms, Kickstarter and Indiegogo (about 68,000 video text meta pairs).
- Extracted text sequence and video frame features based on pre-trained BERT and I3D networks and represented audio features by MFCC respectively.
- **Independently** designed the first multi-modal framework for text, audio, video signals as well as metadata to learn complementarity among different modalities. Unaligned text and video by cross-attention blocks.
- Through multi-card training, accuracy is improved 4.3%, f1-score up 6.5%. The framework can also be applied in social media, customer service and other scenarios where multi-modal signals exist.

Individual Project: Cryptocurrency Market Sentiment and Price Forecasts HK, China

Instructor: Professor Raymond Y.K. Lau 09/2022-12/2022

- Collected 190,000 tweet comments about cryptocurrency by calling Twitter API.
- Extracted semantic features based on 100-dimensional Glove and BERT_base respectively, and classified sentiment based on three popular language models, TextCNN, BiRNN and fine-tuning BERT, to obtain high semantic sentiment information about tweets.
- Combined with historical price of Bitcoin, used Ridge regression to fit the closing price.
- Visualized regression results for the MSE minimum model, 76% (295 days) of the time series can be accurately fitted (prices fluctuate within 4%).

Group Project: Construction of Online Novel Reading Database HK, China

Instructor: Professor Jian MA 09/2022-12/2022

- This project aims to develop an online novel reading platform, where users can browse, search and read various novel chapters in the form of account points redemption.
- Mainly responsible for the design of the database framework use SQL. Standardize the definition of data tables and used indexes to optimize the query performance of the database and establish related views.

Honors&Awards:

The University-level MeritStudent Scholarship (top10%)	2018
The Scholarship of JiangsuProvince	2019
The Excellent Summer Exchange Student of PurdueUniversity	2019
The Silver Award of CYC Mathematical Modelling Competition	2020
The Third prize of the 5th China Undergraduate Life Science Contest	2021
The Excellent Data Investigators of CFPS2020, CLES2021	2021
The Host of National College Students Innovation Training Project (ProvinceLevel),	2021
The Excellent Graduates of Nanjing Agricultural University	2022

TechnicalSkills:

Programming language:

Familiar with python, SQL, R, Stata,Tableau,PyTorch and TensorFlow

Machine Learning:

Skillfully reproduce a variety of classical NLP models (Word2vec, GRU, LSTM, Transformer, GPT, ELMO, BERT); video understanding and multi-modal models (ResNet, Two-Stream Network, I3D, CLIP, ViLT, etc.);

Familiar with basic machine learning algorithms (LR and related improvements, tree models and ensemble methods, SVM, Bayes and clustering algorithms, etc.)

Data structure:

Master the basic data structure (array, linked list, stack, queue, binary tree, graph, etc.) and sort search, dynamic programming, etc.