

# FANG Hui (Curriculum Vitae)

Assistant Professor  
School of Information Management and Engineering (SIME)  
Shanghai University of Finance and Economics (SUFE)  
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## EDUCATION

Ph.D. School of Computer Engineering, Nanyang Technological University, Singapore	2010.08 - 2015.02
Master of Management. Information Science, Nanjing University, China	2008.09 - 2010.06
Bachelor of Management. Information Systems, Nanjing University, China	2004.09 - 2008.06

## PROFESSIONAL EMPLOYMENT

Assistant Professor. SIME, Shanghai University of Finance and Economics	2015.07 - Present
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## TEACHING EXPERIENCE

Instructor. SIME, Shanghai University of Finance and Economics	2015.09 - 2016.01
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- Management Information Systems (Undergraduate core course)
- Introduction to Information Systems (Undergraduate core course)

## RESEARCH INTERESTS

I am interested in tackling complex business problems by leveraging interdisciplinary methods from Computer Science (e.g., machine learning and data mining), Economics (e.g., econometric analysis), Behavior (e.g., user study) and Psychology. My research focus is on two areas: (1) business analytics; and (2) user modeling and decision-making. Below is a more detailed description of my current research interests:

- Business Analytics (BA)
  - Trust Prediction in Online Communities
  - Personalized Product Recommendation
  - E-commerce and Social Networks
- User Modeling and Decision-making (UM&DM)
  - Subjectivity and Dishonesty Modeling
  - Online Review and Reputation Systems
  - Data-Driven Decision-making

## PUBLICATIONS

### Journal Publications

- **BA\*** Hui Fang, Guibing Guo and Jie Zhang. "Multi-faceted Trust and Distrust Prediction for Recommender Systems". **Decision Support Systems**, 71:37-47, 2015. (Impact Factor: 2.313)
- **DM** Hui Fang, Jie Zhang, Murat Şensoy and Nadia Magnenat Thalmann. "Reputation Mechanism for E-Commerce in Virtual Reality Environments". **Electronic Commerce Research and Applications (ECRA)**, 13 (6): 409-422, 2014. (Impact Factor: 1.482)
- **DM** Hui Fang, Jie Zhang, Yang Bao and Qinghua Zhu. "Towards Effective Online Review Systems in the Chinese Context: A Cross-Cultural Empirical Study". **Electronic Commerce Research and Applications (ECRA)**, 12 (3): 208-220, 2013. (Impact Factor: 1.482)

- <sup>BA</sup> Kewen Wu, Julita Vassileva, Qinghua Zhu, Hui Fang and Xiaojie Tan. “Supporting Group Collaboration in Wiki by Increasing the Awareness of Task Conflict”. **Aslib Proceedings**, 65 (6), 2013. (Impact Factor: 0.676)

### Under Review

- <sup>BA</sup> Hui Fang, Jie Zhang, Murat Şensoy and Nadia Magnenat Thalmann. “A Generalized Stereotype Learning Approach and its Instantiation in Trust Modeling”, Under 2nd round review of JAAMAS. (Artificial Intelligence top journal, Impact Factor: 1.254)

### Selected Working Papers

- <sup>BA</sup> “Inferring Trust among Peers in Online Opinion-Sharing Communities: A Hierarchical Bayesian Trust Model with Casual Interpretation”.

### Conference Publications

- <sup>UM</sup> Siyuan Liu, Chunyan Miao, Yuan Liu, Hui Fang, Han Yu, Jie Zhang and Cyril Leung, “A Reputation Revision Mechanism to Mitigate the Negative Effects of Misreported Ratings”, In Proceedings of the 17th International Conference on Electronic Commerce (ICEC), 2015
- <sup>BA</sup> Yang Bao, Hui Fang, and Jie Zhang. “TopicMF: Simultaneously Exploiting Ratings and Reviews for Recommendation”. In Proceedings of the 28th AAAI Conference on Artificial Intelligence (AAAI), 2014. (CCF Rank A, 28% of acceptance, 398/1406)
  - CCF: China Computer Federation.
- <sup>BA</sup> Hui Fang, Yang Bao, and Jie Zhang. “Leveraging Decomposed Trust in Probabilistic Matrix Factorization for Effective Recommendation”. In Proceedings of the 28th AAAI Conference on Artificial Intelligence (AAAI), 2014. (CCF Rank A, 28% of acceptance, 398/1406)
- <sup>UM</sup> Hui Fang, Jie Zhang and Nadia Magnenat-Thalmann. “Subjectivity Grouping: Learning from Users’ Rating Behavior”. In Proceedings of the 13th International Joint Conference on Autonomous Agents and Multiagent Systems (AAMAS), pages 1241-1248, 2014 (CCF Rank B, 23.8% of acceptance, 169/709).
- <sup>BA</sup> Zeinab Noorian, Mohsen Mohkami, Yuan Liu, Hui Fang, Julita Vassileva and Jie Zhang, “SocialTrust: Adaptive Trust Oriented Incentive Mechanism for Social Commerce”, In Proceedings of the IEEE/WIC/ACM International Conference on Web Intelligence (WI), 2014.
- <sup>UM</sup> Hui Fang, Yang Bao, and Jie Zhang. “Misleading Opinions Provided by Advisors: Dishonesty or Subjectivity”. In Proceedings of 23rd International Joint Conference on Artificial Intelligence (IJCAI), 2013. (CCF Rank A, 13.2% of acceptance, 195/1473)
- <sup>BA&UM</sup> Hui Fang. “Trust Modeling for Opinion Evaluation by Coping with Subjectivity and Dishonesty”. In Proceedings of the 23rd International Joint Conference on Artificial Intelligence (IJCAI), 2013. (CCF Rank A, Doctoral Consortium Program)
- <sup>DM</sup> Hui Fang. “Reputation Mechanism for E-commerce in Virtual Reality Environments”. In Proceedings of the 11th International Joint Conference on Autonomous Agents and Multiagent Systems (AAMAS), 2012. (CCF Rank B, Doctoral Mentoring Program)
- <sup>BA\*</sup> Hui Fang, Jie Zhang and Nadia Magnenat Thalmann. “A Trust Model Stemmed from the Diffusion Theory for Opinion Evaluation”. In Proceedings of the 12th International Joint Conference on Autonomous Agents and Multiagent Systems (AAMAS), pages 805-812, 2013. (CCF Rank B, 22.9% of acceptance, 140/612)
- <sup>BA</sup> Hui Fang, Jie Zhang, Murat Şensoy and Nadia Magnenat Thalmann. “A Generalized Stereotypical Trust Model”. In Proceedings of the 11th IEEE International Conference on Trust, Security and Privacy in Computing and Communications (IEEE TrustCom), pages 698-705, 2012. (CCF Rank C, 28% of acceptance, 100/358)

- **BA** Xin Liu, Anwitaman Datta, Hui Fang, Jie Zhang. “Detecting Imprudence of ‘Reliable’ Sellers in Online Auction Sites”. In Proceedings of the 11th IEEE International Conference on Trust, Security and Privacy in Computing and Communications (**IEEE TrustCom**), pages 246-253, 2012. (CCF Rank C, 28% of acceptance, 100/358)
- **UM&DM** Hui Fang, Jie Zhang, Murat Şensoy and Nadia Magnenat Thalmann. “SARC: Subjectivity Alignment for Reputation Computation”. In Proceedings of the 11th International Conference on Autonomous Agents and Multi-agent Systems (**AAMAS**), pages 1365-1366, 2012. (CCF Rank B, short paper, 28.8 % of acceptance, 154/534)
- **DM** Hui Fang, Jie Zhang, Murat Şensoy and Nadia Magnenat Thalmann. “A Reputation Mechanism for Virtual Reality - Five-Sense Oriented Feedback Provision and Subjectivity Alignment”. In Proceedings of the 10th IEEE International Conference on Trust, Security and Privacy in Computing and Communications (**IEEE TrustCom**), pages 312-319, 2011. (CCF Rank C, 17.4% of acceptance, 82/471)
- **BA** Lizi Zhang, Hui Fang, Wee Keong Ng and Jie Zhang. “IntRank: Interaction Ranking-Based Trustworthy Friend Recommendation”. In Proceedings of the 10th IEEE International Conference on Trust, Security and Privacy in Computing and Communications (**IEEE TrustCom**), pages 266-273, 2011. (CCF Rank C, 17.4% of acceptance)
- **BA** Hui Fang, Qinghua Zhu and Jie Zhang. “An Empirical Analysis of the Impact of Online Reviews on Product Sales in the Chinese Context”. In Proceedings of the 25th International Conference on Advanced Information Networking and Applications (**AINA**), pages 183-190, 2011. (33% of acceptance).

### Workshop and Other Publications

- **UM** Yuan Liu, Siyuan Liu, Hui Fang, Jie Zhang, Han Yu and Chunyan Miao. “RepRev: Mitigating the Negative Effects of Misreported Ratings”. In Proceedings of the 28th AAAI Student Poster Program, 2014.
- **UM** Hui Fang, Jie Zhang, Murat Şensoy and Nadia Magnenat Thalmann. “A Subjectivity Alignment Approach for Effective Reputation Computation”. In Proceedings of the 15th International Workshop on Trust in Agent Societies (TRUST), 2012.
- **UM** Hui Fang, Murat Şensoy, Jie Zhang and Nadia Magnenat Thalmann. “Handling Subjective User Feedback for Reputation Computation in Virtual Reality”. In the UMAP Workshop on Trust, Reputation and User Modeling, 2011, Published in Advances in User Modeling, pages 292-303.
- **BA** Lizi Zhang, Cheun Pin Tan, Siyi Li, Hui Fang, Pramodh Rai, Yao Chen, Luthra Rohit, Wee Keong Ng and Jie Zhang. “The Influence of Interaction Attributes on Trust in Virtual Communities”. In the UMAP Workshop on Trust, Reputation and User Modeling, 2011, Published in Advances in User Modeling, pages 268-279.
- **UM** Hui Fang, Jie Zhang, Murat Şensoy and Nadia Magnenat Thalmann. “Design of a Reputation Mechanism for Virtual Reality: A Case for E-Commerce”. In Proceedings of the 14th International Workshop on Trust in Agent Societies (TRUST), 2011.
- **UM** Hui Fang, Jie Zhang, Murat Şensoy and Nadia Magnenat Thalmann. “Aligning Subjective User Feedback for Reputation Computation in Virtual Reality”. In Proceedings of the International Conference on User Modeling, Adaptation and Personalization, 2011. (poster paper, 3 pages)

### Dissertation

- Title: Coping with Subjectivity and Dishonesty in Opinion Evaluation by Exploiting Social Factors.
  - The dissertation is comprised of four studies. As a new attempt to consider social factors in trust assessment, these studies contribute to bridging the research gap between computational trust in Computer Science and psychological and behavioral trust in Social Science.

### PUBLIC PRESENTATIONS

- **Sep 26, 2013**, “A Trust Model Stemmed from Diffusion Theory for Opinion Evaluation”, oral presentation on *PhD seminar of Institute for Media Innovation* at Nanyang Technological University, Singapore

- **Aug 7, 2013**, “Misleading Opinions Provided by Advisors: Dishonesty or Subjectivity”, oral and poster presentations on *IJCAI 2013* at Beijing, China
- **Aug 5, 2013**, “Trust Modeling for Opinion Evaluation by Coping with Subjectivity and Dishonesty”, oral and poster presentations on *Doctoral Consortium Program of IJCAI 2013* at Beijing, China
- **Aug 5, 2013**, “A Trust Model Stemmed from Diffusion Theory for Opinion Evaluation”, invited presentation on *the 2nd International Workshop on Incentives and Trust in E-Commerce* at Beijing, China
- **May 9, 2013**, “A Trust Model Stemmed from Diffusion Theory for Opinion Evaluation”, oral and poster presentations on *AAMAS 2013* at Saint Paul, USA
- **Aug 14, 2012**, “A Generalized Stereotypical Trust Model”, oral presentation on *PhD seminar of Institute for Media Innovation* at Nanyang Technological University, Singapore
- **Aug 4, 2012**, “A Subjectivity Alignment Approach for Effective Reputation Computation”, invited presentation on the *ICEC workshop of “Analytics for Business, Consumer and Social Insights”* at Singapore Management University, Singapore
- **June 6, 2012**, “SARC: Subjectivity Alignment for Reputation Computation”, oral and poster presentations on *AAMAS 2012 Workshop on Trust in Agent Societies* at Valencia, Spain
- **June 6, 2012**, “Effective Reputation Mechanism for E-commerce in Virtual Reality Environments”, oral and poster presentations on *Doctoral Mentoring Program of AAMAS 2012*, Valencia, Spain
- **Nov 17, 2011**, “A Reputation Mechanism for Virtual Reality - Five-Sense Oriented Feedback Provision and Subjectivity Alignment”, oral presentation on *IEEE TrustCom 2011*, Changsha, China
- **Nov 17, 2011**, “IntRank: Interaction Ranking-Based Trustworthy Friend Recommendation”, oral presentation on *IEEE TrustCom 2011*, Changsha, China
- **Aug 16, 2011**, “Handling Subjective User Feedback for Reputation Computation in Virtual Reality”, oral presentation on *PhD seminar of Institute for Media Innovation* at NTU, Singapore
- **May 2, 2011**, “Design of a Reputation Mechanism for Virtual Reality: A Case for E-Commerce”, oral presentation on *AAMAS 2011 Workshop on Trust in Agent Societies*, Taiwan
- **Mar 24, 2011**, “An Empirical Analysis of the Impact of Online Reviews on Product Sales in the Chinese Context”, oral presentation on *AINA 2011*, Singapore
- **Nov 23, 2010**, “Design of a Reputation Mechanism in 3D E-commerce”, oral presentation on *PhD seminar of Institute for Media Innovation* at Nanyang Technological University, Singapore

## PROFESSIONAL SERVICE AND ACTIVITIES

- PC member for the 18th International Workshop on Trust in Agent Societies (**Trust 2016**)
- PC member for the 10th IFIP WG 11.11 International Conference on Trust Management (**IFIPTM 2016**)
- PC member for the 24th International World Wide Web Conference (**WWW 2015**)
- PC member for the 9th IFIP WG 11.11 International Conference on Trust Management (**IFIPTM 2015**)
- PC member for the 23rd International World Wide Web Conference (**WWW 2014**)
- PC member for the 8th International AAAI Conference on Weblogs and Social Media (**ICWSM 2014**)
- Publicity Chair for the 8th IFIP WG 11.11 International Conference on Trust Management (**IFIPTM 2014**)
- Invited Referee for: *IEEE Transactions on Cybernetics* (2013-2016), *Electronic Commerce Research and Applications* (ECRA 2012-2016), *Decision Support Systems* (DSS 2015), *Pacific Asia Conference on Information Systems* (PACIS 2015), *ACM Transactions on Internet Technology* (TOIT 2015, 2014), *Journal of Trust Management* (2015, 2014), *Aslib Journal of Information Management* (2015), *Aslib Proceedings* (2014), *Computational Intelligence Journal* (CI 2013), *World Wide Web Journal* (WWWJ 2013), *International Conference on Service Computing* (SCC 2012), *International Conference on User Modeling, Adaption and Personalization* (UMAP 2011)
- External Referee for: *International Conference on Autonomous Agents and Multiagent Systems* (AAMAS 2016,

2014, 2013), *IEEE Transactions on Services Computing (ToSC 2013)*, *Journal of Trust Management (2013)*, *Decision Support Systems Journal (DSS 2015, 2012)*, *International Workshop on Trust, Reputation and User Modeling (TRUM 2012)*, *International Conference Series on Web Intelligence, Mining and Semantics (WIMS 2012)*, *IEEE/WIC/ACM International Conference on Intelligent Agent Technology (WI-IAT 2012)*, *European Semantic Web Conference (ESWC 2011)*

- Volunteer Services for: *the 23rd International Joint Conference on Artificial Intelligence (IJCAI 2013)*, *the 11th ACM SIGGRAPH International Conference on Virtual-Reality Continuum and its Applications in Industry (VR-CAI 2012)*, *the 25th Annual Conference on Computer Animation and Social Agents (CASA 2012)*, *the 25th IEEE International Conference on Advanced Information Networking and Applications (AINA 2011)*

## SELECTED HONORS AND AWARDS

- Google Anita Borg Memorial Scholarship (1 of 15 Recipients), Asia, 2012
- IJCAI Travel Scholarship, 2013
- SIGART AAMAS Travel Scholarship, 2012 and 2013
- DragonVenture-NTU Scholarship (1 of 10 Recipients), 2011
- Research Scholarship, Nanyang Technological University, 2010 - 2014
- Outstanding Student, Nanjing University, 2007
- Outstanding Student, Department of Information Management, Nanjing University, 2006
- First-class Renmin Scholarship, Nanjing University (top 5%), 2005-2007
- First-class Scholarship of Social Practice, Nanjing University, 2007
- First Prize for Survey Report on Social Practice, Jiangsu province, China, 2007

## PROFESSIONAL CERTIFICATE

- CFA level III Candidate (June 2016)

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