

EDUCATION

- **School of Management, Xi'an Jiaotong University** Xi'an, Shaanxi, China
Bachelor of Business Administration; GPA: 3.68 (7/37) *Aug. 2018 – July. 2022*
- **School of Economics and Finance, Xi'an Jiaotong University** Xi'an, Shaanxi, China
Bachelor of Economics *Aug. 2020 – July. 2022*
- **School of Management, Xi'an Jiaotong University** Xi'an, Shaanxi, China
PhD student in Management Science and Engineering *Sep. 2022 – Now*

RESEARCH

- **Interests**
 - **Consumer Behavior:** Dynamic Preference Modeling, Customer Journey Mining, Social Influence Analysis.
 - **Probabilistic Machine Learning:** Probabilistic Graphical Models, Deep Generative Models, Sequence Modeling, Generative Retrieval, Bayesian Statistics.
 - **Explainable AI:** Disentangled Representation, Data-Driven Decision Support.
- **Papers**
 - **Herd or Heard? Disentangling Social Influence and Personal Taste in Music Listening with a Probabilistic Topic Model (*Published at Omega*):** Constructed the Probabilistic Disentanglement Model (PDM) to disentangle intrinsic personal taste from extrinsic herd behavior in music consumption. Employed a hierarchical Bayesian framework with a sparsity-inducing prior and derived a scalable Coordinate Ascent Variational Inference (CAVI) algorithm. The model significantly improves long-tail recommendation accuracy while providing interpretable user herding profiles.
 - **When, How, and What: An Attention-Based Neural Point Process for Joint Modeling of E-commerce Event Sequences (*Under 1st round review at Information Systems Research*):** Proposed SJ-NPP, a unified framework to model continuous-time shopping journeys where event time, action type, and target item are deeply coupled. Designed a self-attention mechanism to fuse multi-attribute events and an attention-based neural point process to capture temporal decay and evolving interests. The model achieves state-of-the-art performance in jointly predicting the when, how, and what of future interactions.
 - **MtISAR: A Typed Event Representation Framework for Unified Search and Recommendation (*Under review at ICDE 2027*):** Developed MtISAR, a multi-task learning framework to bridge the semantic gap between active search and passive browsing. Introduced multi-granularity contrastive learning to align sparse searches with dense interaction behaviors and implemented a target-aware Mixture-of-Experts (MoE) module. This approach effectively disentangles task-specific interests, mitigating the negative transfer problem in unified search and recommendation scenarios.

PROJECTS

- **Customer Segmentation for Telecommunications Users with Huawei Technologies Co., Ltd. (Feb, 2025 – Aug, 2025):** Developed a probabilistic topic modeling framework for large-scale telecom user segmentation based on heterogeneous behavioral and profile data. The proposed supervised topic model incorporated rating-based signals and employed neural variational inference for efficient parameter learning, resulting in improved segmentation performance compared with classical LDA and sLDA models.
- **Schedule optimization of flight test project with the Chinese Flight Test Research Institute (Mar, 2023 – Dec, 2023):** Built a flight-test scheduling optimization model using linear programming and mixed-integer programming to account for aircraft availability, test resources, environmental windows, and operational constraints. Implemented the model with IBM ILOG CPLEX to improve scheduling efficiency and support more reliable flight-test planning under complex real-world constraints.

HONORS AND AWARDS

- **Outstanding Graduate (Undergraduate), Xi'an Jiaotong University**
- **Third-Class Scholarship, Xi'an Jiaotong University**