

Research Interests

- Social Networks and Media Analysis & Mobile Data Mining
- Business Intelligence & Data Mining and Machine Learning Applications

Working Experience

- **University of Science and Technology of China** Hefei, China
Postdoctoral Researcher Jun. 2016 – Now
- **University of Science and Technology of China** Hefei, China
Assistant Researcher Jul. 2015 – Jun. 2016

Education

- **University of Science and Technology of China (USTC)** Hefei, China
Ph.D. Computer Science Sept. 2010 – Jun. 2016
– Advisor: Prof. Enhong Chen
- **Rutgers, the State University of New Jersey** Newark, NJ, USA
Visiting Student Sept. 2013 – Sept. 2014
– Co-Advisor: Prof. Hui Xiong
- **Zhejiang University (ZJU)** Hangzhou, China
B.S. Information and Computing Science Sept. 2006 – Jun. 2010
– GPA: 86/100, Rank: 7/43

Selected Publications

- Tianyuan Jin, **Tong Xu***, Hui Zhong, Enhong Chen, Zhefeng Wang, and Qi Liu
Maximizing the Effect of Information Adoption: A General Framework.
SDM 2018, San Diego, CA, USA, 2018, Accepted.
- Hefu Zhang, Hongke Zhao, Qi Liu, **Tong Xu**, Enhong Chen, Xunpeng Huang
Finding Potential Lenders in P2P Lending: A Hybrid Random Walk Approach.
Information Sciences, 432(2018):376-391.
- **Tong Xu**, Hengshu Zhu, Chen Zhu, Pan Li, and Hui Xiong
Measuring the Popularity of Job Skills in Recruitment Market: A Multi-Criteria Approach.
AAAI 2018, New Orleans, LA, USA, 2018, Accepted.
- Xiangyu Zhao, **Tong Xu***, Yanjie Fu, Enhong Chen, and Hao Guo
Incorporating Spatio-Temporal Smoothness for Air Quality Inference.
ICDM 2017, New Orleans, LA, USA, 2017, 1177-1182.
- Qi Liu, Guifeng Wang, Hongke Zhao, Chuanren Liu, **Tong Xu**, Enhong Chen
Enhancing Campaign Design in Crowdfunding: A Product Supply Optimization Perspective.
IJCAI 2017, Melbourne, Australia, 2017, 695-702.

- Zhen Pan, Qi Liu, **Tong Xu**, Enhong Chen, Haiping Ma, Hongjie Lin
Sparse Factorization Machines for Click-through Rate Prediction.
ICDM 2016, Barcelona, Spain, 2016, 400-409.
- **Tong Xu**, Hengshu Zhu, Xiangyu Zhao, Qi Liu, Hao Zhong, Enhong Chen, Hui Xiong
Taxi Driving Behavior Analysis in Latent Vehicle-to-Vehicle Networks: A Social Influence Perspective.
KDD 2016, San Francisco, CA, USA, 2016, 1285-1294.
- Xiangyu Zhao, **Tong Xu***, Qi Liu, Hao Guo
Exploring the Choice under Conflict for Social Event Participation.
DASFAA 2016, Dallas, TX, USA, 2016, 396-411.
- Guangyi Lv, **Tong Xu**, Enhong Chen, Qi Liu, Yi Zheng
Reading the Videos: Temporal Labeling for Crowdsourced Time-Sync Videos based on Semantic Embedding.
AAAI 2016, Phoenix, AZ, USA, 2016, 3000-3006.
- Chen Zhu, Hengshu Zhu, Yong Ge, Enhong Chen, Qi Liu, **Tong Xu**, Hui Xiong
Tracking the Evolution of Social Emotions with Topic Models.
Knowledge and Information System, 2016, 47:517-544.
- **Tong Xu**, Hao Zhong, Hengshu Zhu, Hui Xiong, Enhong Chen
Exploring the Impact of Dynamic Mutual Influence on Social Event Participation.
SDM 2015, Vancouver, Canada, 2015, pp. 262 - 270.
- Guannan Liu, Yanjie Fu, **Tong Xu**, Hui Xiong, Guoqing Chen
Discovering Temporal Retweeting Patterns for Social Media Marketing Campaigns.
ICDM 2014, Shenzhen, China, 2014, pp. 905 - 910.
- **Tong Xu**, Hengshu Zhu, Enhong Chen, Baoxing Huai, Hui Xiong, Jilei Tian
Learning to Annotate via Social Interaction Analytics.
Knowledge and Information System, 2014(41):251-276.
- **Tong Xu**, Dong Liu, Enhong Chen, Huanhuan Cao, Jilei Tian
Towards Annotating Media Contents through Social Diffusion Analysis.
ICDM 2012, Brussels, Belgium, 2012, pp. 1158-1163.
- Yu Yang, Enhong Chen, Qi Liu, Biao Xiang, **Tong Xu** and Shafqat Ali Shad.
On Approximation of Real-World Influence Spread.
ECML-PKDD 2012, Bristol, UK, LNCS 7524, 2012, pp. 548-564.

International Patents

- **Tong Xu**, Happia Cao, Jilei Tian.
Method and Apparatus for A Social Networking Service Strategy based on Spread Simulation. WO2014056136 / US20150254692, 2014
- **Tong Xu**, Hengshu Zhu, Happia Cao, Dong Liu, Jilei Tian.
Method and Apparatus for Associating Interest Tags with Media Items based on Social Diffusion among Users. WO2013185329 / US20150149469, 2013

Research Grants

- Principal Investigator, *Research on Modeling and Application of Cooperation-Competition Behaviors in Ephemeral Social Network*, National Natural Science Foundation of China (No.61703386), 2018-2020

- Principal Investigator, *Research on Collaborative Behavior Modeling of Social Entities*, Anhui Provincial Natural Science Foundation (No.1708085QF140), 2017-2019
- Principal Investigator, *Research on Social-based Media Understanding and Applications*, Fundamental Research Funds for the Central Universities (No.WK2150110006), 2017-2018

Awards and Honors

2016 ACM (Hefei) Doctoral Dissertation Award	2016
KDD 2016 Student Travel Award	2016
Excellent Graduate Award of USTC	2016
SDM 2015 Student Travel Award	2015
Tencent Innovation Scholarship, Grand Prize	2013
Scholarship granted by China Scholarship Council	2013
Bronze Medal in the 1st National Data-Mining Competition	2011
Excellent Graduate Award of Zhejiang University	2010

Academic Activities

- **PC Member:** KDD'18, SDM'17-18, KSEM'16-17, PAKDD'18, ASONAM'18, etc.
- **Reviewer:** IEEE TKDE, TSMC-Systems, ACM TKDD, TIST, WWW Journal, JCST, etc.

Teaching Experience

- Teaching Assistant, Concrete Mathematics, CS0610101, Spring, 2015
- Teaching Assistant, Seminar on Advanced Data Mining, CS06217, Spring, 2013

Industrial Experience

- **Baidu Inc.,** Beijing, China
Senior Visiting Scholar (Baidu Talent Intelligence Center) Aug. 2017 – Feb. 2018
- **Nokia Research Center** Beijing, China
Research Intern (Intelligent Mobile Platform Team) Aug. 2011 – Dec. 2012
- **Alibaba.com** Hangzhou, China
Development Engineer (Massive Database Team) Mar. 2010 – Aug. 2010