Yingyi Zhang

☎ (+86)18018951053 | ✉ yingyizhang@mail.dlut.edu.cn | ⌂ https://zhang-yingyi.github.io/ | ⚲ Dalian, China

Education

Dalian University of Technology (DUT) *Dalian, China*
PhD student in Management Science and Engineering Sep. 2020 - Now
Dalian University of Technology (DUT) *Dalian, China*
BS in Information Management and Information System Sep. 2016 - Jun. 2020

Technical Skills

Deep Learning	GNN, Attention, Meta Learning, Sequence Learning, Application of LLMs
Recommender Systems	STAR, PLE, MMOE, DIEN, DIN, Wide&Deep, DeepFM
Drawing & Typesetting	draw(the same as visio), LaTeX, Beamer
Languages	Chinese(Native), English

Publications

[1] **ZHANG Ying-yi**, LI Xian-neng*, GUO Yan-hong, et al. Deep review-based recommendation from the perspective of consumer decision journey[J]. *Journal of Management Sciences in China*, (Top 1 Chinese journal in Management and Science) [Link]

[2] **Yingyi Zhang**, Xianneng Li*, Yahe Yu, et al. 2023. Meta-Generator Enhanced Multi-Domain Recommendation. *In Companion Proceedings of the ACM Web Conference 2023 (WWW'23 Companion - industry truck), April 30-May 4, 2023, Austin, TX, USA. ACM, New York, NY, USA,* [Link]

[3] **Yingyi Zhang**, Xianneng Li*, Yahe Yu, et al. Entire Cost Enhanced Multi-Task Model for Online-to-Offline Conversion Rate Prediction. *DL4SR'22: Workshop on Deep Learning for Search and Recommendation, co-located with the 31st ACM International Conference on Information and Knowledge Management (CIKM), October 17-21, 2022, Atlanta, USA,* [Link]

[4] Zerong Lan, **Yingyi Zhang** and Xianneng Li*, M3REC: A Meta-based Multi-scenario Multi-task Recommendation Framework, *In Proceedings of the 17th ACM Conference on Recommender Systems (RecSys '23).* 18th-22nd September 2023, Singapore. [Link]

[5] Yudi Xiao, **Yingyi Zhang** and Xianneng Li*, Modeling Variational Anchoring Effect for Recommender Systems,*In the eleventh CNAIS Annual Conference.* 20th-22nd October 2023, Hangzhou. (Commended Paper Award, best 3 papers among 309 submissions.)

[6] **Yingyi Zhang**, Jianwei Liu, Xianneng Li*, et al. Motivating Image-Share Behavior of Consumer from Self-Reference Perspective ***Working paper***.

[7] **Yingyi Zhang**, Xianneng Li*, et al. Enhancing review-based recommendation by modelling consumer image-share motivation ***Working paper***.

Research Projects

Research on Diversified Recommendation in O2O E-Commerce: From the Perspective of Consumer Uncertainty *Dalian*
National Natural Science Foundation of China of Grant 72071029, PI (Xianneng Li) Sep. 2020 - Now
- Review-based Recommendation Algorithm
- Consumer Behavior and Intention Modeling
- Milti-Task and Multi-Domain Recommendation

Research on Cross Business Domain Complementary and Fusion Methods from Perspective of Consumer Behavior Understanding *Beijing*
Projects entrusted by enterprises and institutions with Meituan, PI (Xianneng Li) Sep. 2021 - July. 2022
- Consumer Behavior and Intention Modeling
- Milti-Task and Multi-Domain Recommendation

Research on Empowering the Construction of Rule of Law in China in the New Era with Digital Prosecutors: Basic Theory, Practical Path, and Demonstration Application *Dalian*
Liaoning Provincial Social Science Planning Fund, PI (Xianneng Li) Sep. 2023 - Now
- **Naitonal Third Prize:** Supreme People's Procuratorate National Procuratorate Big Data Legal Supervision Model Competition
- **Province Second Prize:** The Second Big Data Legal Supervision Model Competition of Liaoning Provincial Prosecutors

Awards and Honors

Oct. 2023	**National Third Prize**: Supreme People's Procuratorate National Procuratorate Big Data Legal Supervision Model Competition	*Beijing*
Jun. 2023	**Province Second Prize**: The Second Big Data Legal Supervision Model Competition of Liaoning Provincial Prosecutors,	*Shenyang*
Sep. 2023	**Outstanding Graduate Student**: Dalian University of Technology	*Dalian*
Oct. 2023	**Commended Paper**: The eleventh CNAIS Annual Conference.	*Hangzhou*
Oct. 2021	**Best Paper**: The First Academic Conference on Data Intelligence and Management	*Chengdu*

Competition

KDD Cup 2024: Multi-Task Online Challenge for LLMs *Online*

Field of Recommender Systems   May. 2024 - Jul. 2024

- RAG-based method enhanced retrieval and ranking ability of zero-shot of LLMs
- Query-query graph enhanced query relationship recognition
- Paper would be accomplished when the challenge ends

Supreme People's Procuratorate National Procuratorate Big Data Legal Supervision Model Competition *Beijing*

Field of Prosecutors (National Level)   May. 2023 - Sep. 2023

- National Third Prize
- Develop an intelligence system, "Criminal Trial Supervision Comprehensive Research and Judgment Model"
- In cooperation with Dalian Municipal People's Procuratorate

The Second Big Data Legal Supervision Model Competition of Liaoning Provincial Prosecutors *Shenyang*

Field of Prosecutors (Province Level)   May. 2023 - Jun. 2023

- Province Second Prize
- Develop an intelligence model, "The" Security Gate "of Public Prosecution Cases - Comprehensive Analysis and Judgment Model of Criminal Trial Supervision"
- In cooperation with Dalian Municipal People's Procuratorate

Academic Conference

RecSys'23 *Singapore*

Presentation / Attendance   Sep. 2023

- Presentation: "M3REC: A Meta-based Multi-scenario Multi-task Recommendation Framework"
- Conference Name: 17th ACM Conference on Recommender Systems (RecSys'23)

WWW'23 *Virtual*

Presentation / Attendance   May. 2023

- Presentation: "Meta-Generator Enhanced Multi-Domain Recommendation"
- Conference Name: the ACM Web Conference 2023 (WWW'23)

DL4SR'22 *Virtual*

Presentation / Attendance   Oct. 2022

- Presentation: "Entire Cost Enhanced Multi-Task Model for Online-to-Offline Conversion Rate Prediction"
- Conference Name: DL4SR'22: Workshop on Deep Learning for Search and Recommendation, co-located with the 31st ACM International Conference on Information and Knowledge Management (CIKM)

DIM(Chinese) *Chengdu*

Presentation / Attendance   Oct. 2021

- Presentation: "Research on comment-based recommendation algorithms from the perspective of social comparison theory"
- Conference Name: The First Academic Conference on Data Intelligence and Management

Supervisors

- Prof. Xianneg Li
  Ph.D, Professor, at School of Economics and Management, Dalian University of Technology (Class A Double First Class University), Dalian, China
  ↻ Homepage   ✉ xianneng@dlut.edu.cn
- Prof. Xiangyu Zhao
  Ph.D, Assistant Professor, at School of Data Science, City University of Hong Kong, Hong Kong, China
  ↻ Homepage   ✉ xy.zhao@cityu.edu.hk