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EDUCATION

Ph.D., Information System Leonard N. Stern School of Business, New York University, New York, NY	2004 - 2009(Expected)
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Enrolled in Ph.D. program of Information System University of Arizona, Tucson, AZ	2002 - 2004
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M.S. in Computer Science, GPA (3.98/4.0) Northeastern University, Shenyang, China	1999 - 2002
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B.S. in Computer Science, GPA (3.9/4.0) Northeastern University, Shenyang, China	1995 - 1999
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RESEARCH INTERESTS

- Data mining and target marketing
- Recommender systems
- Social networks
- Statistical analysis of writing styles in online settings

JOURNAL PUBLICATIONS

1. Adomavicius, Gedas, Tuzhilin, Alex and Zheng, Rong. *REQUEST: A Query Language for Customizing Recommendations*. Conditionally accepted by **Information System Research**.
2. Zheng, Rong, Li, Jiexun, Huang, Zan and Chen, Hsinchun. *A Framework for Authorship Identification of Online Messages: Writing Style Features and Classification Techniques*. Journal of the American Society for Information Science and Technology (**JASIST**), 57(3):378-393 (2006)
3. Li, Jiexun, Zheng, Rong and Chen, Hsinchun. *From Fingerprint to Writeprint: Feature Selection for Authorship Identification*. **Communication of ACM** 49(4): 76-82 (2006)

CONFERENCE PUBLICATIONS

4. Zheng, Rong, and Tuzhilin, Alex. *Partitioning Customers Using Overlapping Segmentation Methods*. To appear in Proceedings of the 18th Workshop on Information Technologies and Systems (**WITS2008**), December 2008.
5. Li, Jiexun, MacDonald, Craig and Zheng, Rong. *Stylometric Feature Selection for Assessing Review Helpfulness*. To appear in Proceedings of the 18th Workshop on Information Technologies and Systems (**WITS2008**), December 2008.
6. Zheng, Rong, Provost, Foster, and Ghose, Anindya. *Social Network Collaborative Filtering: Preliminary Results*. Proceedings of the Sixth Workshop on eBusiness (**WEB2007**), December 2007.
7. Zheng, Rong, Qin, Yi, Huang, Zan, and Chen, Hsinchun. *Authorship Analysis in Cybercrime Investigation*. Proceedings of the first IEEE International Conference on Intelligence and Security Informatics, (**ISI2003**), Tucson, AZ. Published in Lecture Notes in Computer Science (LNCS).

WORKING PAPERS

8. Zheng, Rong, Wilkinson, Dennis and Provost, Foster. *Social Network Collaborative Filtering*. Under review at ACM Transactions on the WEB (TWEB).
9. Zheng, Rong and Tuzhilin, Alex. *Improving Target Marketing via Overlapping Customer Segmentation*. To be submitted to the IEEE Transactions on Knowledge and Data Engineering (TKDE) in December 2008.
10. Zheng, Rong and Li, Jiexun. *Stylometric Analysis for Popular Web blogs*. In preparation for submission to the 15th ACM SIGKDD (KDD2009).
11. *Non-Linear Weighting in Collaborative Filtering*. With Foster Provost.

INVITED PRESENTATIONS

- Zheng, Rong and Tuzhilin, Alex. *Improving Target Marketing via Overlapping Customer Segmentation*. INFORMS Annual Meeting, Washington D.C. 2008.

TEACHING EXPERIENCE

- Instructor for *Database Management System* (C20.0046.01, Spring 2007), an undergraduate elective course at the Stern School of Business, NYU. Course evaluation score: 6.1/7 (the highest score for this course in the last 10 years, median score = 4.6, mean score = 4.52).

The course introduces fundamentals of modern database concepts and also develops practical database management skills. I redesigned the course to put more emphasis on the hands-on experience implementing the learning-by-doing strategy. I also added some new and relevant topics into the course, such as search engine technologies and their connections to databases, and knowledge discovery from databases.

- Teaching Assistant for *Data Mining for Business Intelligence* (C20.0057, Spring 2006, Spring 2009, B20.3336, Spring 2009), an undergraduate/MBA elective course at the Stern School of Business, NYU.

My responsibilities include designing of the final project, lecturing lab sessions and assisting student in their projects.

HONORS

- PhD Student Teaching Excellence Commendation, Stern School of Business, 2007
- Doctoral Fellowship, Stern School of Business, New York University, 2004 -- 2008
- Research Assistantship, Eller College of Management, University of Arizona, 2002 -- 2004
- Outstanding Graduate Student, Northeastern University, 2002
- Rockwell Automation Master of Science Scholarship, 2001
- International Engineering Technology Inc. (IET) Scholarship, 2000
- Neusoft Group Ltd. Scholarship, 1999
- Gold Medal in China Collegiate Computer Programming Contest, 1998
- Outstanding Student in Leadership, Northeastern University, 1997
- Outstanding Student, Northeastern University, 1996

PERSONAL

- Core member of NYU Badminton team. We finished 2nd in Intercollegiate Badminton League (IBL) and 4th in nationwide Intercollegiate Badminton Association (IBA) in 2007.
- Core member of volleyball team “Incredible”. We finished 3rd in N.Y. Urban Professionals Volleyball League in 2007.
- Member of university volleyball team. Northeastern University, Shenyang (1999-2002)
- Vice president of student association. Northeastern University, China (1998)
- Captain of university badminton team. Three-time university champion, Northeastern University, China (1996 -2002)
- Member of university bridge association. Northeastern University, China (1998)

REFERENCES

Prof. Alexander Tuzhilin (dissertation committee chair)

Professor, NEC Faculty Fellow

Phone: (212) 998-0832 E-mail: atuzhilin@stern.nyu.edu

Prof. Foster Provost

Professor, NEC Faculty Fellow

Phone: (212) 998-0806 E-mail: fprovost@stern.nyu.edu

Prof. Anindya Ghose

Assistant Professor

Phone: (212) 998-0807 E-mail: aghose@stern.nyu.edu

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