

Network Analysis of Online Behavior Chicago-Tsinghua Conference, 2016

The conference goal is to launch new collaborative research bringing together American and Chinese scholars in big data analyses informed by deeper understanding of the social science mechanisms by which social networks display and affect behavior.

The conference is supported by UChicago Center in Beijing and Tsinghua Center for Social Network Research.

Characteristics of OnLine Networks		Friday, June 10, 2016
1:30-2:10	James A. Evans, "Millions of Online Book Co-Purchases Reveal Partisan Differences in the Consumption of Science" University of Chicago (jevans@uchicago.edu)	
2:50-3:30	Toby Stuart, "Network Structure in Email Messaging" University of California, Berkeley (tstuart@haas.berkeley.edu)	
3:30-4:10	Xiaoming Fu & Hong Huang, "Structural Analysis of Online Social Networks" University of Göttingen (fu@cs.uni-goettingen.de, hong.huang@cs.uni-goettingen.de)	
4:10-4:30	Tea break	
4:30-5:10	Yunsong Chen, "Reverse Cultural Transmission and Regional Contagion" Nanjing University (yunsong.chen@nju.edu.cn)	
5:10-5:50	Zengru Di, "Identifying and Characterizing Node Importance to Community Structure" Beijing Normal University (zdi@bnu.edu.cn)	
6:30	Conference DINNER at the Crowne Plaza, Hong Xuan Restaurant	

**Network
Advantage and
Achievement**

Saturday, June 11, 2016

8:40-9:20	Yanjie Bian, "Guanxi and Online Networking" Xi'an Jiaotong University (yjbian@mail.xjtu.edu.cn)
9:20-10:00	Ron Burt, "Structural Holes in Virtual Worlds" University of Chicago (ron.burt@chicagobooth.edu)
10:00-10:40	Jar-Der Luo, Yun Zhou and Jifan Liu, "A Model of Choosing Investment Partners in the Chinese VC Industry" Tsinghua University (jarderluo@126.com; 280922681@qq.com)
10:40-11:00	Tea break
11:00-11:40	HuaWei Shen, "Science of Success: Collective Credit Allocation in Science" Chinese Academy of Science (shenhuawei@gmail.com)
12:00-13:30	Conference LUNCH downstairs (in Mashi Jiubao)

**Trust, Status,
and Reputation**

Saturday, June 11, 2016

1:30-2:10	Yong Li, "Human Mobility and Urban Ecology: The Shanghai Case" Tsinghua University (liyong07@tsinghua.edu.cn)
2:50-3:30	Peng Cui, "Predictive Modeling of Information Spreading in Social Networks" Tsinghua University (cuip@tsinghua.edu.cn)
3:30-4:10	Chris Yenkey, "Fraud and Market Participation: Social Capital as a Moderator of Misconduct" University of Chicago (cyenkey@chicagobooth.edu)
4:10-4:30	Tea break
4:30-5:10	Jie Tang, "Big Network Analysis – Algorithms and Applications" Tsinghua University (jietang@tsinghua.edu.cn)
5:10-5:50	Nan Lin, "Embedding Economy in Cybernetworks" Duke University (nanlin@soc.duke.edu)
5:50	Conference Close
6:30	Conference DINNER (bus at 6:15 from Crowne Plaza to BiaJia Garden)

This is the address of the conference venue.

UCHICAGO Center in Beijing **芝加哥大学北京中心信息**

芝加哥大学北京中心

UChicago Center in Beijing

地址：北京市海淀区中关村大街甲 59 号文化大厦 20 层

Add: 20th Floor, Culture Plaza, No. 59A Zhong Guan Cun Street,
Haidian District, Beijing 100872, China

电话/Tel: 86-10-8250-5800

<http://www.uchicago.cn/>

This is the address of the Crowne Plaza hotel.

HOTEL 酒店信息

北京中关村皇冠假日酒店

Crowne Plaza Beijing Zhongguancun

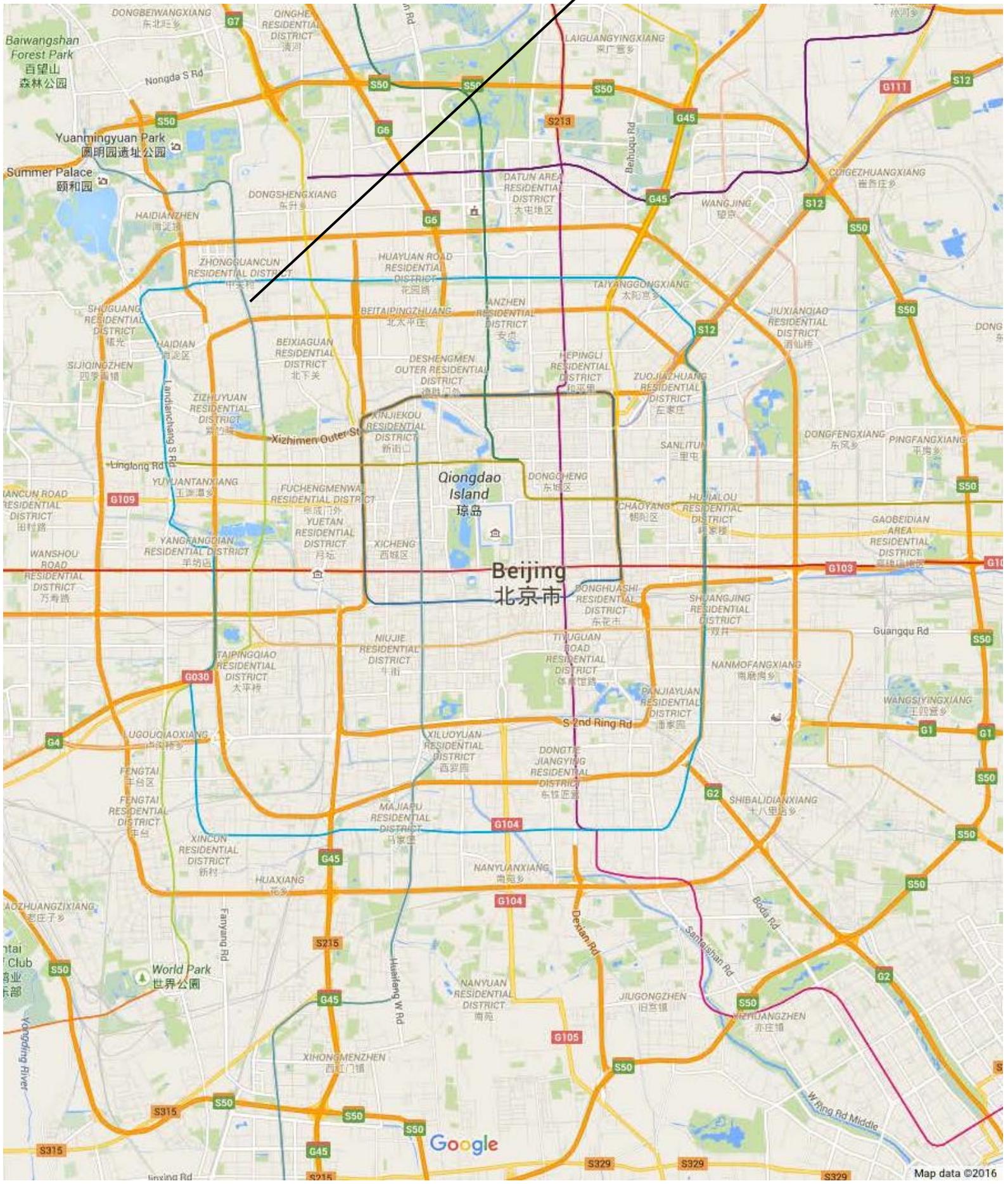
地址：北京市海淀区知春路106号

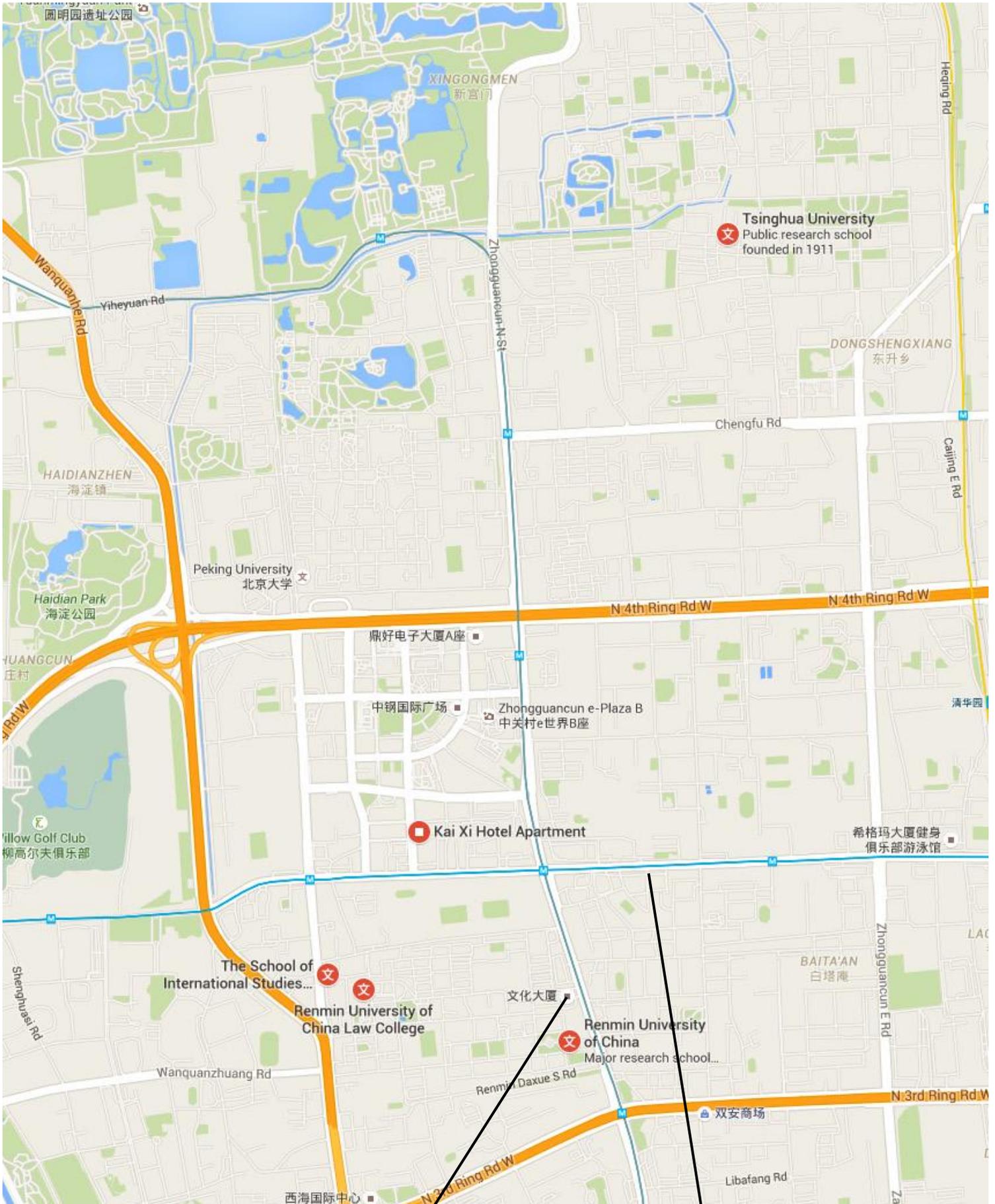
Add: No. 106 Zhi Chun Road, Haidian District, Beijing 100086, China

电话/Tel: 86-10-5993-8888

<http://www.ihg.com/crowneplaza/hotels/gb/en/beijing/pegzg/h>

University of Chicago Center is up here, close to Tsinghua University and Peking University





University of Chicago Center

Crowne Plaza Hotel

**It is a 10-15 minute walk
between the conference venue
and the Crowne Plaza.**



ABOUT THE CENTER 中心简介

Established in 2010, the University of Chicago Center in Beijing provides a physical presence that enhances and strengthens the University's traditionally strong ties to Chinese thought and culture.

Building on more than a century of collaboration between scholars from UChicago and China, the Center in Beijing enables the University to expand existing activities and form new alliances and partnerships with universities, businesses, medical centers, policy groups, government agencies, and cultural organizations in China. The 23,000-square-foot center is located in the Haidian District of Beijing, known for its top universities, research academies, and government agencies.

Focusing on three core areas where University of Chicago scholarship and the concerns of contemporary China intersect—business, economics, and policy; science, medicine, and public health; culture, society, and the arts—the center capitalizes on a substantial body of work already under way, including faculty research and programs for students.

A base for University of Chicago faculty, graduate students, and undergraduates working in China, the center houses the University's East Asian Civilizations Program for undergraduate students, an intensive language training program, and the Beijing Social Sciences Program, and supports research and study at all levels from each of the University's divisions and schools and the College. The center also serves as a gathering space for alumni throughout Asia and acts as a resource for Chinese researchers and students.

芝加哥大学北京中心创办于2010年。中心的成立巩固和加强了芝加哥大学与中国思想界和文化界之间由来已久的紧密联系。

芝大学者与中国同行之间的合作已逾百年。在此基础上创办的北京中心使芝大得以拓展现有活动项目，与中国高校、企业、医学机构、政策团体、政府部门和文化组织结成新的联盟和伙伴关系。芝大北京中心总面积2100平方米，位于名校云集、科研院所林立、政府机构众多的北京市海淀区。

芝大北京中心专注于三大核心领域：商业、经济和政策；科学、医学和公共健康；文化、社会和艺术。这些领域是我校学术研究与当代中国热点领域之间存在的交集。中心成立之前，芝大已经在这些领域开展了不少教师科研和学生项目，这些项目为中心的发展奠定了基础。

作为芝加哥大学教师、研究生和本科生在中国学习与工作的基地，芝大北京中心为本科生开设了语言强化培训课程——“东亚文明项目”以及“北京社会科学项目”，并为我校各院系不同层次的研究与学习提供支持。此外，芝加哥大学北京中心还是亚洲各地校友聚会见面的场所，同时也为中国研究人员和学生提供资源。

ABOUT THE CENTER 中心简介

The Tsinghua Center for Social Network Research was founded on Jan. 1st 2013. As a Tsinghua University research center, its purpose is to develop a platform for cooperation among physicists, computer scientists, and social, behavioral and epidemiology researchers, so that they can explore a set of interdisciplinary methodological approaches for studying complex social networks in big data.

Big data brings a lot of opportunities and challenges for interdisciplinary research: Various domains of knowledge have developed and accumulated a large body of hypotheses, models and empirical findings on the structure, dynamic processes, and consequences of social networks.

In order to arrive at a consensus we first need to create a methodological framework that takes data mining as its starting point. The object of research is online big data, which has the untapped potential to yield findings about new social phenomena. The next step is interpreting these findings through various qualitative and survey studies, which will further help us reveal grounded truth to verify theoretical hypotheses. The final step is building a model that encompasses the co-evolution of human actions and network structure based on the operative theories. With a model built on this solid foundation, researchers trained with interdisciplinary methods have the required information to predict new facts from their results.

Running in parallel to our research are real-world surveys that often generate new facts that conflict with our interpretation of the results of data mining. In this kind of scenario, we must return to our data and begin an iterative process of data mining, theory development and dynamic model building; until we can reconcile the two sets of results.

The goal of TCSNR is to develop a series of programs for training students with different research backgrounds, and mesh their different areas of expertise into a methodologically and substantively integrated whole. From this interdisciplinary training method we can expect new results and considerable progress in social network research.

清华大学社会网络研究中心（简称TCSNR），成立于2013年1月1日。作为清华大学研究中心，其目的是建立平台去推进物理学、计算机科学、和社会科学研究者之间的合作，这样的合作有利于他们探索跨学科方法。

为了有效整合数据挖掘、理论建构与动态复杂系统的预测，我们首先需要创建一个以数据挖掘为出发点的方法论框架。以在线大数据为挖掘对象，可以发现新社会现象，然后通过各种定性和调查研究，解释这些发现，这将进一步帮助我们揭示社会实际情况，并验证理论假说。最后，基于被验证的理论可以建立包括人类行动和网络结构的共同演化模型。跨学科的方法利用在此坚实的理论基础上建立的动态网络模型，从而预测社会系统非线性演化的轨迹。研究在数据挖掘、理论建构与动态复杂系统的预测一轮又一轮进行，使我们能对非线性发展的社会系统中涌现的新生社会现象有所解释与预测。

TCSNR的目标是推进一系列项目，用以培养不同研究背景的学生，让他们不同的专业领域在方法上和实质上交流、整合并相互印证发明。依靠这样的跨学科培训学生以及联合研究的方法，我们可以期待大数据领域的新发现以及社会网络研究方面的大进展。

Yanjie Bian

Professor of Sociology
University of Minnesota
Dean of Humanities and
Social Sciences, and
Director, Institute for
Empirical Social Science
Research
Xi'an Jiaotong University



Professor Bian has made contributions to *guanxi* networks. In addition to his earlier works on the efficacies of strong ties in China and Singapore, his most recent publications on the prevalence and the rising significance of *guanxi* in China's reform era include "Corporate Social Capital in *Guanxi* Culture" (with Lei Zhang, 2014, *Research in the Sociology of Organizations*), "Information and Favoritism: The Network Effect on Wage Income in China" (with Xianbi Huang and Lei Zhang, 2015, *Social Networks*), "Beyond the Strength of Social Ties" (with Xianbi Huang, 2015, *American Behavioral Scientist*), and "The *Guanxi* Influence on Occupational Attainment in Urban China" (with Xianbi Huang, 2015, *Chinese Journal of Sociology*).

Professor Bian was a student in the 1981 Nankai University Sociology Class taught by, among others, Peter Blau, Fei Xiaotong, and Nan Lin. He received his PhD in sociology from State University of New York at Albany. His past positions include Chair Professor, Head, and Associate Dean of Social Science and the Founding Director of Survey Research Center, Hong Kong University of Science and Technology. He is a co-founder (with Professor Li Lulu) of the Chinese General Social Survey and current board member for the International Network for Social Network Analysis. Author of 11 books and more than 100 research articles, his current projects include the development of the sociology of *guanxi*, a panel study about networks and jobs in Chinese cities, and East Asian social networks. He was recognized as one of the 2014 and 2015 Elsevier most-cited Chinese researchers in social science.

Ron Burt

Hobart W. Williams
Professor of Sociology
and Strategy
Booth School of Business
University of Chicago



Professor Burt's work describes social networks creating advantage. Applications focus on personal networks and the network structure of markets. In addition to computer software and articles in research journals, Professor Burt's last three books are the one that proposed the concept of structural holes, *Structural Holes: The Social Structure of Competition* (1992, Harvard University Press), a broad review of links between network structure and performance, *Brokerage and Closure: An Introduction to Social Capital* (2005, Oxford University Press), and argument and evidence on the substantial extent to which network advantage depends on the person at the center of the network, *Neighbor Networks: Competitive Advantage Local and Personal* (2010, Oxford University Press, which received the 2011 Academy of Management George R. Terry Book Award for the work that most advanced management knowledge in the last two years). Research and teaching materials can be downloaded at <http://faculty.chicagobooth.edu/ronald.burt>.

Professor Burt's college work at Johns Hopkins University included pre-medical training, physiological psychology, and behavioral science. He graduated from the University of Chicago with a Ph.D. in sociology, then was on the faculty at the University of California Berkeley, SUNY Albany, and Columbia University before returning to join the University of Chicago faculty in 1993. In 1999, he began a leave of absence to learn more about European business as the Shell Professor of Human Resources at INSEAD. In 2000, he began a leave of absence to learn more about practical implementation as the Vice President of Strategic Learning in Raytheon Company. He continues today at the University of Chicago.

Yunsong Chen

Associate Professor of Sociology
Nanjing University
Deputy Chief of Xuanwu District
Government Nanjing



Yunsong Chen is an Associate Professor of Sociology at Nanjing University; the Deputy Chief of Xuanwu District Government in Nanjing. Supported by the Clarendon Scholarship, he earned his D.Phil. in Sociology at Nuffield College, the University of Oxford in 2012. He has broad research interests within the fields of social networks and social relations. To date, his research includes empirically assessing the counterfactual causal effects of social networks in labor markets under different institutional contexts, using ‘big data’ to identify the long-term relationship between macro-level social- economic indicators and cultural phenomena, and subjective wellbeing and social status in China. His recent and forthcoming articles appear in leading English-language journals including *Social Networks*, *Social Science Research*, and *British Journal of Sociology*, as well as top Chinese journals including *Social Science in China*, *Journal of Chinese Sociology* and *Chinese Journal of Sociology*. In 2015 he was awarded various honors including the Distinguished Scholarly Publication Award by the Lu Xueyi Sociology Development Foundation, and the Fei Hsiao-Tung Scholarship for Distinguished Teachers.

His newer research agenda extends his earlier research to broader fields with novel data from historical and contemporary China. He is organizing a project gleaning data from historical records to visualize social networks among ten thousand Chinese poets in the Tang and Song Dynasties to assess whether social networks affected their career and literary success. Aside from social network analysis, some of his current projects make use of information extracted from enormous volumes of digitized data (e.g., Google Books N-gram corpus, New York Times corpus, Google, Baidu, Sina-Microblog, to name a few) to conduct sociological analysis. For example, he analyzes the relationship between stock market and online emotions in China, the connection between suicide in written media and suicide rate in the U.S., and the international visibility of thousands of cities in the world city system.

Peng Cui

Assistant Professor of
Computer Science
Department, Tsinghua
University



Peng Cui is now an Assistant Professor in Tsinghua University, China. He received his PhD degree from Tsinghua University in 2010. He is an active researcher dedicated to novel algorithms and systems in social network analysis and social multimedia computing, and he is keen to promote the convergence of social media data mining and multimedia computing technologies.

Dr. Cui has strong backgrounds in both data mining and multimedia communities. He has published more than 50 papers in prestigious conferences and journals in data mining and multimedia, including ACM MM, SIGKDD, SIGIR, AAI, IEEE TMM, IEEE TKDE, IEEE TIP etc. His recent research won the ICDM 2015 Best Student Paper Award, SIGKDD 2014 Best Paper Finalist, IEEE ICME 2014 Best Paper Award, ACM MM12 Grand Challenge Multimodal Award, and MMM13 Best Paper Award. He is the Area Chair of ICDM 2016, ACM MM 2014-2015, IEEE ICME 2014-2015, ICASSP 2013, Associate Editor of ACM TOMM, Elsevier Journal on Neurocomputing, Frontier of Computer Science journal, Guest Editor of IEEE Intelligent Systems, Information Retrieval journal, and co-organized several special sessions and workshops in ICMR, ICME, ACM MM and WSDM.

Zengru Di

Professor, Dean
School of Systems Science
Beijing Normal University



Professor Zengru Di is now the Dean of the School of systems Science, Beijing Normal University. He is the Leader of Discipline Appraisal Group on Systems Science of the Academic Degree Committee of the State Council, People's Republic of China (2009-present), Member of the Academic Degree Committee of Beijing Normal University, Vice President of the Systems Engineering Society of China.

His research interests rely on the area of the Complex Networks, Self- organization Theory and its application in socio-economic and biological systems. The problems are focused on the structure and function of complex networks, collective behavior of multi-agent systems, and the emergent properties of complex systems. Professor Zengru Di is editor in chief or editor of several academic journal, including ***All About Systems and Control*** (in Chinese), ***Journal of Economic Behavior & Organization***, ***Journal of Systems Science and Complexity*** , ***Journal of Systems Science and Information***, ***Systems Engineering-Theory & Practice*** (in Chinese) and so on.

James A. Evans

Associate Professor
and Director of the
Knowledge Lab
Department of Sociology
University of Chicago



My research focuses on the collective system of thinking and knowing, ranging from the distribution of attention and intuition, the origin of ideas shared habits of reasoning to processes of agreement (and dispute), accumulation of certainty (and doubt), and the texture-novelty, ambiguity, topology--of human understanding. I am especially interested in innovation--how new ideas and practices emerge--and the role that social and technical institutions (e.g., the Internet, markets, collaborations) play in collective cognition and discovery. Much of my work has focused on areas of modern science and technology, but I am also interested in other domains of knowledge--news, law, religion, gossip, hunches and historical modes of thinking and knowing. I support the creation of novel observatories for human understanding and action through crowd sourcing, information extraction from text and images, and the use of distributed sensors (e.g., RFID tags, cell phones). I use machine learning, generative modeling, social and semantic network representations to explore knowledge processes, scale up interpretive and field- methods, and create alternatives to current discovery regimes. My research is funded by the National Science Foundation, the National Institutes of Health, the Templeton Foundation and other sources, and has been published in *Science*, *American Journal of Sociology*, *Social Studies of Science*, *Administrative Science Quarterly*, *PLoS Computational Biology* and other journals. My work has been featured in *Nature*, *the Economist*, *Atlantic Monthly*, *Wired*, *NPR*, *BBC*, *El País*, *CNN* and many other outlets.

Xiaoming Fu

Professor

Institute of Computer Science
University of Göttingen



Xiaoming Fu received his Ph.D. degree in computer science from Tsinghua University, Beijing, China in 2000. He was then a research staff at the Technical University Berlin until joining the University of Göttingen, Germany in 2002, where he has been a professor in computer science and heading the Computer Networks Group since 2007. He has spent research visits at Cambridge, Columbia, UCLA, Tsinghua, Uppsala and UPMC, and is an IEEE senior member and Distinguished Lecturer.

Dr. Fu's research interests include Internet-based systems, applications, and social networks. He is currently an editorial board member of IEEE Communications Magazine, IEEE Transactions on Network and Service Management, Elsevier Computer Networks, and Computer Communications, and has published over 150 peer-reviewed papers in renowned journals and international conference proceedings; more recently book co-edited by him, "Social Network Analysis: Interdisciplinary Approaches and Case Studies" will be published by CRC Press, Taylor & Francis Group in 2016. He has served on the program or organization committees of several networking conferences such as ACM MOBICOM, MOBIHOC, CoNEXT, COSN, IEEE NFOCOM, ICNP, ICDCS, ANCS, IWQoS, CCW, IFIP Networking and is currently general co-chair of ACM ICN'16 and program co-chair of ACM CFI'16 and IEEE/ACM/VDE NetSys'17. He is a founding steering committee member of ACM COSN, MobiArch and HotPlanet. He has served as secretary (2008-2010) and vice chair (2010-2012) of IEEE Communications Society Technical Committee on Computer Communications (TCCC), as well as chair (2011- 2013) of the Internet Technical Committee (ITC), a joint committee of the Internet Society and the IEEE Communications Society. He is currently the coordinator of three EU FP7 projects (GreenICN, CleanSky and MobileCloud).

Dr. Fu is the recipient of the ACM ICN 2014 and IEEE LANMAN 2013 Best Paper Awards, and the 2005 University of Göttingen Foundation Award for Exceptional Publications by Young Scholars.

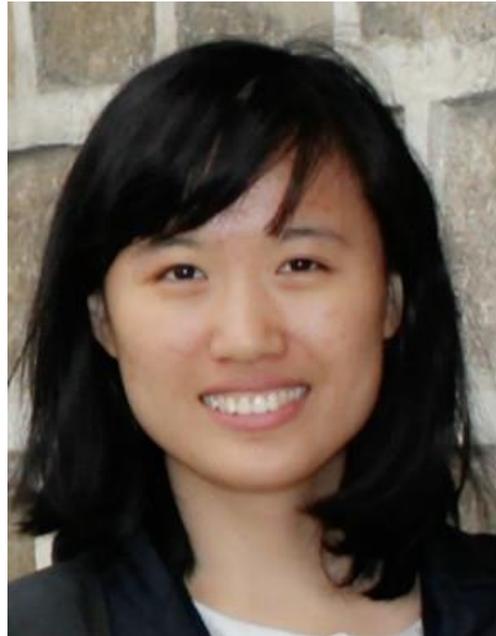
For more information: <http://user.informatik.uni-goettingen.de/~fu/>

Hong Huang

Ph.D. Student

Institute of Computer Science

University of Göttingen



Hong Huang is currently a Ph.D. candidate at the University of Göttingen, Germany. She received her M.E. degree in Electronic Engineering from Tsinghua University, Beijing, China in 2012. She has been a visiting student at the University of Chicago, Tsinghua University, Fudan University and Nanjing University. During her graduate, she has also been an intern at NEC Lab and SAP.

Her research interests lie in social network analysis, social influence and data mining. Her current work mainly focus on triad structure in social networks. For example, she examined triadic closure process and interaction dynamics within a triad, and proposed mathematical models to predict these patterns.

Yong Li

Assistant Professor,
Dept. of Electronic
Engineering, Tsinghua
University

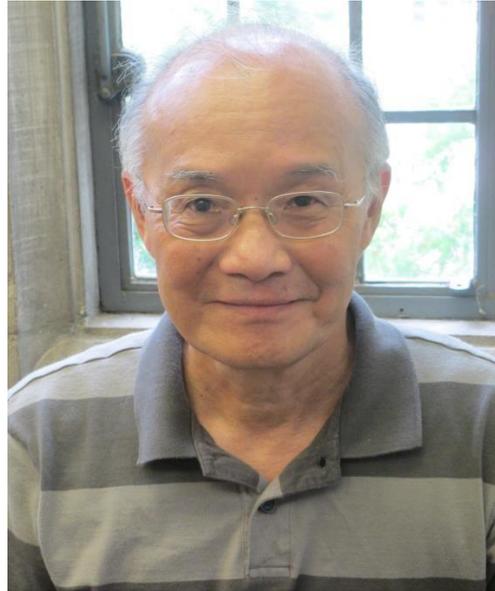


Dr. Yong Li received the B.S. and Ph.D degree in Huazhong University of Science and Technology and Tsinghua University in 2007 and 2012, respectively. During 2012 and 2013, he was a Visiting Research Associate with Telekom Innovation Laboratories and Hong Kong University of Science and Technology respectively. During 2013 to 2014, he was a Visiting Scientist with the University of Miami. He is currently a Faculty Member of the Department of Electronic Engineering, Tsinghua University. His research interests are in the areas of Mobile Computing and Social Networks, Urban Computing and Vehicular Networks, and Network Science and Future Internet.

Dr. Li has served as General Chair, Technical Program Committee (TPC) Chair, and TPC Member for several international workshops and conferences. He is currently the Associate Editor of Journal of Communications and Networking and EURASIP Journal of Wireless Communications and Networking (both are SCI Indexed).

Nan Lin

Oscar L. Tang Family
Professor of Sociology
Emeritus
Department of Sociology
Duke University



Professor Lin, born in China, graduated from Tunghai University, Taiwan, and received his doctorate degree from Michigan State University. He taught at Johns Hopkins University and the State University of New York at Albany, before joining Duke University as professor of sociology and director of the Asian Pacific Institute. His primary research interests include: social capital, social networks, economic sociology, social stratification, social support and coping, and China. For the past three decades, he has endeavored to develop an integrated approach to social capital: in theory (e.g. *Social Capital: A Theory of Social Structure and Action*, Cambridge 2001), measurement (i.e., the position generator; *Social Capital: An International Research Program*, edited with Bonnie Erickson, Oxford 2008) and research (e.g., a three-society study; *Social Capital and Its Institutional Contingency: A Study of the United States, Taiwan and China*, edited with Yang-chih Fu and Chih-jou Chen, Routledge 2014). He also edited four volumes of *Social Capital: Critical Concepts in Social Sciences* (Routledge 2011). Lin is an academican at the Academia Sinica, Taiwan. He delivered the Fei Xiao-tong Memorial Lecture at Peking University in 2008, and was honored, also in 2008, at the “Re-construction and Development of Sociology in China and Nan Lin’s Intellectual Thoughts” at Tsinghua University. He holds an honorary doctorate degree from the National Chengchi University, and numerous distinguished visiting or honorary professorships in China and Taiwan. He received the Distinguished Research Contribution Award from the International Association of Chinese Management Research in 2010 and was the Vice President of the American Sociological Association (1999-2000). Currently he is working on several projects including: (1) capitalism in China, (2) social networks embedding economy, and (3) the development of home owners associations in China.

Jarder Luo

Professor of Sociology Dept.,
Tsinghua University
Chairman of Tsinghua Social
Network Research Center



Luo, Jar-Der is a professor of Sociology Dept., Tsinghua University in Beijing, president of Chinese Network for Social Network Studies, and chairman of Tsinghua Social Network Research Center. He earned his Ph.D degree in Sociology Dept. of State U. of New York at Stony Brook. He researches numerous topics in social network studies, including social capital, trust, social network analysis in big data, self-organization process and Chinese indigenous management researches, such as guanxi and guanxi circle.

Luo Jar-Der, with a group of voluntary network theorists, organized Chinese Network for Social Network Studies (in brief, CNSNS) in 2005. Its purposes aim at promoting Network Theories and Social Network Analysis in China and developing network theories suited for Chinese management. Chinese always describe themselves as a “Ren-Ching society”, that is, roughly saying, a society built upon social ties (guanxi) and favor exchanges (Ren-Ching-jiau-huan).

Luo Jar-Der organized Community Revitalization Research Center in Tsinghua U., which aims at doing experiments in communities and establishing a model for sustainable revitalization in urban and rural areas that emphasizes sustainability of the local ecology, economy, and social systems. We will endeavor to implement a revitalization model combining private-public partnership and sustainable concepts into practice, incorporating scientific planning, balanced development, step-by-step implementation and self-reliance of local community into our plan.

Huawei Shen

Associate Professor
Institute of Computing
Technology,
Chinese Academy of Sciences

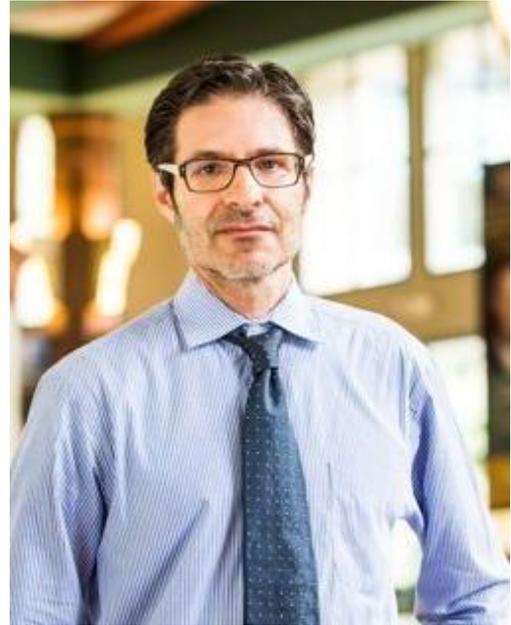


Dr. Huawei Shen works on social network analysis and social media analytics. His research topics cover community detection, influence maximization, popularity prediction, social recommendation, and collective behavior analysis. He has more than 50 publications in prestigious journals, e.g., Science and PNAS, and conferences, e.g., AAAI, ACM SIGIR. He published one monographs about community detection, i.e., “Community structure of complex networks”. He was the PC member of many conferences, including IJCAI, WSDM, ASONAM, CWSM, SocInfo, CSoNet. He also serves as Referee/Reviewer of more than 20 journals, such as PNAS, IEEE TIST, IEEE TKDE, ACM TKDD. Details about research could be found in <http://www.bigdatalab.ac.cn/~shenhuawei/>.

Dr Huawei Shen graduated from the Institute of Computing Technology, Chinese Academy of Sciences, with a Ph.D. of computer science, in 2010. Then he worked at the Institute of Computing Technology, Chinese Academy of Sciences as an Assistant Professor. In 2013, he worked in Northeastern University as a one-year Researcher Scholar. In 2015, he began his teaching career in the University of Chinese Academy of Sciences as a Guest Professor.

Toby E. Stuart

Helzel Chair in Entrepreneurship,
Strategy and Innovation;
the Faculty Director of the Lester Center for
Entrepreneurship; Associate Dean, External
Affairs; and Chair of the Department of
Management and Organizations at the Haas
School of Business, UC Berkeley



Toby E. Stuart is the Helzel Chair in Entrepreneurship, Strategy and Innovation; the Faculty Director of the Lester Center for Entrepreneurship; Associate Dean, External Affairs; and Chair of the Department of Management and Organizations at the Haas School of Business, UC Berkeley. Previously, he has been: The Charles Edward Wilson Professor of Business Administration at Harvard Business School; the Arthur J. Samberg Professor and Faculty Director of the Eugene M. Lang Entrepreneurship Center at Columbia Business School; and the Fred G. Steingraber-A.T. Kearney Professor of Leadership & Strategy at University of Chicago's Graduate School of Business. He received his Ph.D. from the Graduate School of Business, Stanford University. He holds an A.B., summa cum laude, in economics from Carleton College.

Professor Stuart is the recipient of the 2007 Kauffman Prize Medal for Distinguished Research in Entrepreneurship, which is granted every second year to recognize one individual's contributions to entrepreneurship research. He has received the Dean's Award for Teaching Excellence at Columbia Business School; the Award for Teaching Excellence at Cornell / NY-Tech; and the Cheit Award for Teaching Excellence for multiple courses at Berkeley Haas. He has won the Administrative Science Quarterly's Scholarly Contribution (best paper) award, and other recognitions for scholarly contributions. Much of Professor Stuart's research has examined social networks, particularly their role in entrepreneurship, innovation, and strategy. In some of his current projects, he is investigating email networks, organizational structure and employment outcomes in a variety of companies; matching in online networks; entrepreneurship in technology; and the collaboration network in the academic life sciences. He currently serves as a Department Editor at *Management Science*, an editorial board member at the *Strategic Management Journal*, among other editorial roles.

Jie Tang

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Professor Tang's interests include social network analysis, data mining, and machine learning. He has published more than 200 journal/conference papers and holds 20 patents. His papers have been cited more than 6,000 times (Google Scholar). He has been a visiting scholar at Cornell University, served as PC Co-Chair of CIKM'16, WSDM'15, ASONAM' 15, SocInfo'12, KDD-CUP/Poster/Workshop/ Local/Publication Co-Chair of KDD'11-15, and Associate Editor-in-Chief of ACM TKDD, Editors of IEEE TKDE/TBD and ACM TIST. He leads the project AMiner.org for academic social network analysis and mining, which has attracted more than 8 million independent IP accesses from 220 countries/ regions in the world. He was honored with the Newton Advanced Scholarship Award, CCF Young Scientist Award, and NSFC Excellent Young Scholar.

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Dr. Xu obtained his Ph.D. in Management Information Systems from Syracuse University, New York. Before joining Fudan, he was with the National University of Singapore. His research interests cover electronic commerce and knowledge management. In the area of knowledge management, his research focuses on information seeking behavior, including both human interactions with search engines and offline knowledge seeking process in organizational and team setting. In the area of e-commerce, his research focuses on web design and online marketing. In both areas, he applies social network analysis for some research projects.

His recent research interest covers precision online advertising, leveraging both product and individual social networks. His research grants involves major telecom firms in China, i.e., China Mobile and China Telecom, and UnionPay (the China counterpart of VISA/MasterCard).

His research publications appeared in various information systems journals, including *Information Systems Research*, *Journal of Management Information Systems*, *Journal of Association for Information Systems*, *Journal of the American Society for Information Science and Technology* and so on. He is also on the editorial board of four journals.

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Professor Yenkey's research extends sociological theories of social diversity, social capital, and inter-group trust to the analysis of market development. This line of work is exemplified by his work on multiple aspects of investor participation in Kenya's frontier stock market, the Nairobi Securities Exchange. Here, he analyzes how ethnic group boundaries influence the transmission of market information through a diverse society and how coethnicity paradoxically increases investors' vulnerability to fraud without reducing their trust in the market. Professor Yenkey extends his research on the effects of misconduct on market participation in a new project that uses bilateral country-level data on capital flows to explain variation in foreigners' reactions to fraud and corruption across African states.

Professor Yenkey received his bachelors degree in economics in 2001 from the University of Texas-Austin, served as a macro-economic forecaster for the Federal Reserve Bank of Kansas City from 2001-2003, and earned his PhD in Economic Sociology at Cornell University in 2011. Professor Yenkey was a visiting scholar at the Institute for Economic Affairs in Nairobi, Kenya from 2008-2010 and was the Associate Director of the Center for the Study of Economy and Society at Cornell University from 2010-2011. His research has been published in *Administrative Science Quarterly* and *Social Forces* and has won several awards including the Academy of Management's William H. Newman Award for Best Dissertation Paper in 2011.

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