

Curriculum Vitae



Dr Liu Wenting

Head, Artificial Intelligence for Business Programme
School of Business

Tel : +65 6240 8862

Education Qualifications

2014	PhD, Industrial Systems Engineering and Management, National University of Singapore
2008	MSc, Information Systems, Beijing University of Aeronautics and Astronautics

Academic and Professional Experience

2017 - 2019	Director, Revenue Management Solutions, Singapore
2013 - 2017	Business Analytics Manager, Procter & Gamble, Singapore
2008 - 2012	Research Scholar, National University of Singapore, Singapore

Memberships and Professional Activities

- Reviewer, Asia Pacific Journal of Information Systems
- Reviewer, Electronic Commerce Research and Applications
- Reviewer, International Journal of Internet Marketing and Advertising
- Reviewer, Journal of Electronic Business & Digital Economics

Consultancy and Executive Experience

- 2019 Director, Revenue Management Solutions, Singapore
- Measuring price elasticities via discrete choice models and MCMC models
 - Making recommendations on next best purchase by collaborative filtering
 - Optimising profitability using genetic algorithm based quadratic optimisation model

Research Interests

- Machine Learning (gradient boosting machines, random forest, recommender engine)
- Natural Language Processing/Natural Language Inference/ABSA/BERT
- Deep Learning/Image Recognition Model

- Genetic-algorithm-based Quadratic Optimisation Model
- Multivariate Time Series/Vector Auto Regression (VAR)

Selected Publications

Journal Papers:

- Guan Chong, Hung Yu-chen. & **Liu Wenting**. Cultural differences in hospitality service evaluations: mining insights of user generated content. *Electron Markets* (2022). <https://doi.org/10.1007/s12525-022-00545-z>
- Ding Ding, Guan Chong, Calvin Chan & **Liu Wenting** (2020) Building Stock Market Resilience Through Digital Transformation: Using Google Trends to Analyze the Impact of COVID-19 Pandemic, *Frontiers of Business Research in China*, 14(21), 1-21.
- Guan Chong, **Liu Wenting** & Cheng, J.YC. (2021) Using Social Media to Predict the Stock Market Crash and Rebound amid the Pandemic: The Digital 'Haves' and 'Have-mores', *Annals of Data Science*.

Books/Book Chapters:

- **Liu Wenting** (2021). Digital Payment, in Lee David Kuo Chuen, Ding Ding & Guan Chong. (Eds). *Financial Management in the Digital Economy* (Singapore University of Social Sciences - World Scientific Future Economy Series). vol. 6, World Scientific Publishing.

Conference Papers:

- Guan, C., **Liu, W.**, Cheng, J. and Heng, B. (2022). Using A Personality-profiling To Investigate Online Retail Targeting: Mining The Digital Ad Contents, *Proceedings of the Colloquium on European Research in Retailing (CERR) 2022*, Zagreb, Croatia (ISBN978-953-346-184-7), Sep 8-10.
- Hung, Y., Ding D., **Liu W.**, Guan, C. (2022). Overjoyed By Customised Service? The Role Of Individualism, *Australian & New Zealand Marketing Academy (ANZMAC) 2022*, Perth, Australia, Dec 5-7.
- Ren J., Zhang Y., **Liu W.**, Lo S. (2022). Is All-Win Possible? A Novel Recommendation System for Music NFT Platform, *The 22nd International Conference on Electronic Business (ICEB) 2022*, Bangkok, Thailand, Oct 13-17.
- Mou Jian, Guan Chong, & **Liu Wenting** (2021). Predicting Cryptocurrency Market Using Social Media Sentiments and Search Trends during Covid-19. *The 22nd International Conference on Electronic Commerce (ICEC 2021)*, Chengdu, China.
- Xiao Tong Yu, Guan Chong & **Liu Wenting** (2019). Marketing Strategy of Organic Agricultural Products on E-Commerce Platforms, *ICEB 2019 Proceedings*.
- **Liu Wenting**, Chai Kah-Hin (2010). Identifying and measuring Reach and Richness: Toward a knowledge sharing mechanism selection model. *Portland International Conference on Management of Engineering and Technology 2010*, Phuket, Thailand

Research Grant

MOE Start-up Research Funding, Is All-Win Possible? A Novel Recommendation System for Music NFT Platform, Co-Principal Investigator, Sep 2022 to Mar 2024

Invited Seminars/Talk

2020	“Analytics-driven pricing strategy in big data context”, Critical Core Skills Workshops, Lifelong Learning Institute & HeadHunt
2019	“Big data driven pricing strategy”, Department of Economics, National University of Singapore
2018	“Price sensitivity measurement via MCMC and Bayesian Modeling”, School of Management, Zhejiang University

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