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Education

Hefei University of Technology   Hefei, Anhui

Phd in Management Science   September 2019-December 2024

Anhui University of Finance and Economics   Bengbu, Anhui

Bachelor in Management   September 2015-July 2019

Research Direction

Data-Driven Business Intelligence Methods

Design of Intelligent Service Methods

Optimization Analysis of Marketing Strategies

Paper Publication

[1] 姜元春，**李怡**，钱洋*，柴一栋，刘业政，有限偏好约束下融合文本和图像的个性化需求预测方法 [J]. 管理科学学报. (FMS T1, CSSCI)

[2] **Yi Li,** Suyang Yu, Yulin Chen, Yuanchun Jiang, Kun Yuan[*], Explainable Fashion Compatibility Prediction: An Attribute-Augmented Neural Framework [J], *Electronic Commerce Research and Applications.* (SCI, Q1)

Working Paper

[1] **Yi Li,** Kun Yuan, Yuanchun Jiang, Jennifer Shang, Subodha Kumar, Complementary Fashion Matching: Attention-aware Hierarchical Graph Visual Analytics [J], *working paper.*

[2] **Yi Li,** Kun Yuan, Yuanchun Jiang, Jingyuan Yang. Inferring Substitutes for Fashion Outfits: A Fashionista- Algorithm Collaboration Model, *working paper.*

Patent Development

[1] Yuanchun Jiang, **Yi Li,** et al. Method and system for short text topic recognition. (Authorized, Patent Application Number: CN201911116869.1)

[2] Yuanchun Jiang, **Yi Li,** et al. A user personalized preference mining method based on text and image. (Authorized, Patent Application Number: CN202110265791.0)

[3] Chunhua Sun, Fan Zhou, **Yi Li,** et al. A method for classifying social media user roles in public sentiment events. (Authorized, Patent Application Number: CN 202110400483.4)

[4] Ji Zhang, Yuanchun Jiang, Zenghui Xu, **Yi Li,** et al. A method for finding high-influence users considering dynamic

public sentiment topics. (Authorized, Patent Application Number: CN202210232835.4)

[5] Suyang Yu, Yulin Chen, Kun Yuan, **Yi Li,** et al. A product matching prediction method based on text-image multimodal pre-trained model. (Under substantive examination, Patent Application Number: CN202311495863.6)

Project Experience

[1] Personalized Marketing Theory and Methods. *National Natural Science Foundation of China Excellent Young Scientist Fund Project* (Grant No. 71722010). (As a Ph.D. student participant, responsible for research related to data mining).

[2] Research on Multimedia Attack Detection and Robust Optimization Methods for Personalized Recommendation Systems. *General Program of National Natural Science Foundation of China* (Grant No. 71722010). (As a Ph.D. student participant, responsible for research on consumer personalized demand prediction and recommendation)

[3] Research on Social Perception and Recommendation of Information in Online Social Media. *National Natural Science Foundation of China Young Scientists Project* (Grant No. 72101076). (As a Ph.D. student participant, responsible for research related to product recommendation using social media data)

[4] Research on Personalized Recommendation Optimization Methods Based on Substitution Networks under Inventory Constraints. *National Natural Science Foundation of China Young Scientists Project* (Grant No. 72101072). (As a Ph.D. student participant, responsible for research related to product substitution networks).