

SHIQI ZHANG

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EDUCATION

National University of Singapore (NUS) <i>Ph.D. candidate at School of Computing (SoC)</i>	Sep. 2019 - Jun. 2024 (Expected) <i>Singapore</i>
University of Edinburgh (UoE) <i>Visiting student at School of Informatics</i>	Sep. 2018 - Dec. 2018 <i>Edinburgh, UK</i>
Southern University of Science and Technology (SUSTech) <i>B.Eng in Computer Science and Engineering</i>	Sep. 2015 - Jun. 2019 <i>Shenzhen, China</i>

PUBLICATIONS

Shiqi Zhang, Jiachen Sun, Wenqing Lin, Xiaokui Xiao, Yiqian Huang, Bo Tang. *Information Diffusion Meets Invitation Mechanism*. Proceedings of the ACM Web Conference (WWW). 2024.

Shiqi Zhang, Yiqian Huang, Jiachen Sun, Wenqing Lin, Xiaokui Xiao, Bo Tang. *Capacity Constrained Influence Maximization in Social Networks*. Proceedings of the ACM SIGKDD International Conference on Knowledge Discovery and Data Mining (KDD). 2023.

Shiqi Zhang, Renchi Yang, Jing Tang, Xiaokui Xiao, Bo Tang. *Efficient Approximation Algorithms for Spanning Centrality*. Proceedings of the ACM SIGKDD International Conference on Knowledge Discovery and Data Mining (KDD). 2023.

Shiqi Zhang, Renchi Yang, Xiaokui Xiao, Xiao Yan, Bo Tang. *Effective and Efficient PageRank-based Positioning for Graph Visualization*. Proceedings of the ACM SIGMOD International Conference on Management of Data (SIGMOD). 2023.

Shiqi Zhang, Jiachen Sun, Wenqing Lin, Xiaokui Xiao, Bo Tang. *Measuring Friendship Closeness: A Perspective of Social Identity Theory*. Proceedings of the ACM International Conference on Information and Knowledge Management (CIKM). 2022.

Renchi Yang, Jieming Shi, Yin Yang, Keke Huang, **Shiqi Zhang**, and Xiaokui Xiao. *Effective and Scalable Clustering on Massive Attributed Graphs*. Proceedings of the Web Conference (WWW). 2021.

Shiqi Zhang, Xinxun Zeng, and Bo Tang. *RCELF: A residual-based approach for Influence Maximization Problem*. Information Systems (InfoSys). 2021.

WORK EXPERIENCE

Research Scientist Intern Oct. 2021 - Oct. 2022
Common Data Platform (CDP), Interactive Entertainment Group (IEG), Tencent Shenzhen, China

- *Friendship closeness measure*. Proposed a closeness measure by considering group-level conformity. After online A/B testing, improved friend ranking by up to 34.2% in terms of adoption rate.
- *Information diffusion model*. Proposed a model that captures multi-stage behavior conversion during information dissemination. After online deployment, improved KOL selection (resp. friend ranking) by up to 170% (resp. 20.3%) in terms of the number of engaged users (resp. pay rate).
- *Influence maximization*. Proposed a new problem about maximizing the number of engaged users in the context of friend ranking, followed by designing an approximation solution with near-linear running time. Improved the control group by up to 5.4% in terms of the number of engaged users.

INVITED TALKS

Applications of Social Diffusion and Influence Algorithms in Tencent Games. Apr. 2024
Center of Massive Data Computing at Harbin Institute of Technology Harbin, China

ACADEMIC SERVICES

Program Committee Member

IJCAI 2024

External Reviewer

WebSci 2024, WSDM 2023, CIKM 2022, KDD 2022

SELECTED AWARDS

Dean's Graduate Research Excellence Award

SoC, NUS, 2024

Research Achievement Award

SoC, NUS, 2023

Monthly Best Employee Award

CDP, IEG, Tencent, Aug. 2022