



北京邮电大学
经济管理学院



Dr. Baojun MA

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Latest Update: May 29th, 2018

RESEARCH INTERESTS

- Mobile Big Data Analytics
- Information Retrieval and Web Search
- E-commerce and Search Services
- Data Mining and Business Intelligence
- Policy Informatics and Policy Analytics

EDUCATION

- **Ph.D.**, in Management Science and Engineering, Tsinghua University, Jul. 2013
Advisor: Prof. Guoqing Chen
- **B.E.**, in Information Management and Information Systems, Tsinghua University, Jul. 2007
Advisor: Prof. Guoqing Chen

PROFESSIONAL EXPERIENCE

[Research]

- **Associate Professor, Doctoral Supervisor, Associate Department Head**, Department of Management Science and Engineering, School of Economics and Management, Beijing University of Posts and Telecommunications, Beijing, Mar. 2018 - Present.
- **Associate Professor, Master's Supervisor**, School of Economics and Management, Beijing University of Posts and Telecommunications, Beijing, Jun. 2016 - Mar. 2018.
- **Associate Professor**, School of Economics and Management, Beijing University of Posts and Telecommunications, Beijing, Dec. 2015 - Jun. 2016.
- **Associate Professor**, School of Economics and Management, Beijing University of Posts and Telecommunications, Beijing, Dec. 2015 - Present.
- **Assistant Professor**, School of Economics and Management, Beijing University of Posts and Telecommunications, Beijing, Aug. 2013 - Dec. 2015.
- **Research Assistant**, Research Center for Contemporary Management (RCCM), Tsinghua University, Beijing, Sep. 2007 - Jul. 2013.



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[Visiting]

- **Visiting Scholar**, Department of Information Systems, College of Business, City University of Hong Kong (hosted by Dr. Hailiang Chen), Hong Kong, Nov. 2014, Oct. 2015 & June. 2016.
- **Visiting Ph.D. Student**, Department of Decision Sciences and Information Management, Faculty of Business and Economics, K. U. Leuven (hosted by Prof. Jan Vanthienen), Belgium, Jun. 2010 - Aug. 2010.

HONORS

- Theoretical Contribution Award of China Information Economics Society (中国信息经济学 2017 理论贡献奖), 2017.
- Excellent Doctoral Dissertation Award, Tsinghua University, 2013.
- Zheng Weimin Scholarship, Tsinghua University, 2011 and 2012.
- Xiao Linshi Scholarship for research paper on Chinese economics, 2012.
- Best paper of the Association for Information Management, 2012.
- Excellent Tutor scholarship, Tsinghua University, 2009.
- JiangZhen 1st-class Scholarship, Tsinghua University, 2008.
- Outstanding Undergraduate of Beijing District (City level), 2007.
- Excellent Undergraduate Award, Tsinghua University, 2007.
- Outstanding Student Leader Award, Tsinghua University, 2007.
- EMC 1st-class Scholarship, Tsinghua University, 2006.

FUNDINGS

- **PI**, Research on the Spillover Effects of User Behaviors based on Mobile Big Data (基于移动大数据的用户行为溢出效应研究), NSFC General Research Project (国家自然科学基金面上项目, No.: 71772017), 2018.1-2021.12.
- **PI**, Research on Big Data Analysis of Beijing Urban Public Opinion Management and Policy Evaluation (北京城市舆情管理衍生大数据的分析与政策评估研究), General Project of Beijing Social Science Foundation (北京市社会科学基金一般项目, No.:17GLB009), 2017.07-2019.12.
- **PI**, Research on the evaluation and extraction methods of rich information for mobile business (面向移动商务的丰富性信息评估与提取方法研究), NSFC Research Project for Young Scholar (国家自然科学基金青年项目, No.: 71402007), 2015.1-2017.12.
- **Participant (2nd)**, Research on Government Decision Making Process Restructure and Evaluation Method Based on Public Generated Big Data Analysis, NSFC General Research Project (No.: 71473143), 2015.1-2018.12.
- **PI**, Research on the Evaluation Model and Extraction Algorithms for Representative Web Information, BUPT Scientific Innovative Research Project for Young Scholars (No.: 2014RC601), 2014.1-2015.12.



- **Participant (1st)**, Studies on a Novel Model of Diversity Metrics and a Method for Extracting Diversified Information in Information Search Service, NSFC General Research Project (No.: 71372044), 2014.1-2017.12.
- **Participant**, On the Management of Uncertainties in Web 2.0 User Generated Content, NSFC Key Research Project (No.: 71231002), 2013.1-2017.12.
- **Participant**, Major Fundamental and Technological Issues in Emerging E-Business, NSFC Major Research Project (No.:70890080), 2009.1-2012.12.
- **Participant (3rd)**, Research on Substitute Relevance based Long-tail Keywords Suggestion, NSFC General Research Project (No.:71072015), 2011.1-2013.12.
- **Principle Participant**, Research on Intelligent Enterprise Resource Planning Systems, Tsinghua - K. U. Leuven Bilateral Scientific Cooperation Project (No.: 3H051154), 2009.1-2010.12.

PUBLICATIONS

PUBLISHED JOURNAL PAPERS

- **Baojun Ma**, Qiang Wei*, Guoqing Chen, Jin Zhang, Xunhua Guo. Content & Structure Coverage: Extracting a Diverse Information Subset. *INFORMS Journal on Computing*, 2017, 29(4): 660-675. (SSCI/SCI, **UT DALLAS 24**)
- Guannan Liu, Liang Zhang, **Baojun Ma**. Risk Prediction for Product Return in Electronic Commerce Based on Random Walk. *Journal of Management Science*, 2018, 31(1): 3-14. (in Chinese: 刘冠男, 张亮, 马宝君.基于随机游走的电子商务退货风险预测研究. *管理科学*, 2018 第 1 期, pp. 3-14.) (CSSCI)
- Yan Wan, **Baojun Ma***, Yu Pan. Opinion evolution of online consumer reviews in e-commerce environment. *Electronic Commerce Research*, 2018, 18(2): 291-311. (SSCI)
- Guoqing Chen, Cong Wang, Mingyue Zhang*, Qiang Wei, **Baojun Ma**. How "Small" Reflects "Large"? — Representative Information Measurement and Extraction. *Information Sciences*, 2017. (Forthcoming, SCI)
- Min Ren, Nan Zhang, **Baojun Ma**. Factors Influencing the Attention Received by Individuals in Online Communities. *Journal of Intelligence*, 2017, 36(7): 195-201. (in Chinese: 任明, 张楠, 马宝君. 网络社区中个体受关注度的影响因素分析. *情报杂志*, 2017 第 7 期, pp. 195-201.) (CSSCI)
- **Baojun Ma**, Hua Yuan*, Ye Wu. Exploring performance of clustering methods on document sentiment analysis. *Journal of Information Science*, 2017, 43(1): 54-74. (SSCI/SCI)
- **Baojun Ma**, Nan Zhang*, Guannan Liu, Liangqiang Li, Hua Yuan. Semantic Search for Public Opinions on Urban Affairs: A Probabilistic Topic Modeling-based Approach. *Information Processing & Management*, 2016, 52(3): 430-445. (SSCI/SCI)



- Jinghong Xu, Lin Zhang, **Baojun Ma**, Ye Wu*. Impacts of suppressing guide on information spreading. *Physica A: Statistical Mechanics and its Applications*, 2016, 444: 922-927. (SCI)
- Hualin Xu, Hua Yuan*, **Baojun Ma**, Yu Qian. Where to go and what to play: Towards summarizing popular information from massive tourism blogs. *Journal of Information Science*, 2015, 41(6): 830-854. (SCI/SSCI)
- **Baojun Ma**, Huaping Zhang, Guoqing Chen*, Yanping Zhao, Bart Baesens. Investigating Associative Classification for Software Fault Prediction: An Experimental Perspective. *International Journal of Software Engineering and Knowledge Engineering*, 2014, 24(1): 61-90. (SCI/EI)
- Huaping Zhang*, Ruiqi Zhang, Yanping Zhao, **Baojun Ma**. Big Data Modeling and Analysis of Microblog Ecosystem. *International Journal of Automation and Computing*, 2014, 11(2): 119-127. (EI)
- **Baojun Ma**, Nan Zhang*, Tao Sun. Big Data Analysis toward Public Feedback in the Smart City Context: A Probabilistic Topic Modeling Perspective. *Electronic Government*, 2013, (12): 9-15. (in Chinese: 马宝君, 张楠*, 孙涛. 智慧城市背景下公众反馈大数据分析: 概率主题建模的视角. *电子政务*, 2013 第 12 期, pp. 9-15.) (CSSCI)
- **Baojun Ma**, Qiang Wei*. Measuring the Coverage and Redundancy of Information Search Services on E-Commerce Platforms, *Electronic Commerce Research and Applications*, 2012, 11(6): 560-569. (SSCI/SCI/EI)
- **Baojun Ma***, Qiang Wei, Guoqing Chen. A combined Measure for Representative Information Retrieval in Enterprise Information Systems. *Journal of Enterprise Information Management*, 2011, 24(4): 310-321. (ABI)

PUBLISHED CONFERENCE PAPERS

- **Baojun Ma***, Qiang Wei, Guoqing Chen, Qiongwei Ye. Extracting a diverse information subset by considering information coverage and redundancy simultaneously. In the 13th International FLINS Conference on Data Science and Knowledge Engineering for Sensing Decision Support (FLINS'2018), Belfast, Northern Ireland, UK, August 21-24, 2018. (Accepted)
- Yinan Yu, **Baojun Ma***, Hailiang Chen, Benjamin Yen. Utilizing Geospatial Information in Cellular Data Usage for Key Location Prediction. In the 51st Hawaii International Conference on System Sciences (HICSS'2018), Hawaii, USA, January 3-6, 2018, pp. 981-988.
- **Baojun Ma**, Lu Chen, Yan Wan*. Feature Extraction and Fine-grained Sentiment Analysis for Online Customer Reviews: from Perspectives of Deep Learning and Hierarchical Clustering Method. In The seventh CNAIS National Congress (CNAIS'2017), Shanghai,



- China, Oct. 20-22, 2017, pp. 891-898. (in Chinese: 马宝君, 陈璐, 万岩. 在线客户评论的属性提取与细粒度情感分析: 基于深度学习和层次聚类方法的视角. 信息系统协会中国分会第七届学术年会(CNAIS'2017), 上海, 2017年10月20日-22日, pp. 891-898.)
- Liang Zhang, Guannan Liu*, **Baojun Ma**. Predicting the Product Risk in Electronic Commerce based on Bi-partite Graph. In The seventh CNAIS National Congress (CNAIS'2017), Shanghai, China, Oct. 20-22, 2017, pp. 239-245. (in Chinese: 张亮, 刘冠男, 马宝君. 基于二部图的电子商务退货风险预测研究. 信息系统协会中国分会第七届学术年会(CNAIS'2017), 上海, 2017年10月20日-22日, pp. 239-245.)
 - Jinyang Zheng, Zhengling Qi, Yong Tan, **Baojun Ma** and Yifan Dou. Who Drives in My Users? Evidence for App Usage Causal Network from Graphical Model Approach. In Conference on Information Systems and Technology (CIST'2016), Nashville, Tennessee, USA, November 12-13, 2016, paper 132.
 - **Baojun Ma**, Hua Yuan, Yan Wan, Yu Qian, Nan Zhang and Qiongwei Ye. PUBLIC OPINION ANALYSIS BASED ON PROBABILITY TOPIC MODELING AND DEEP LEARNING. In the 20th Pacific Asia Conference on Information Systems (PACIS'2016), Chiayi, Taiwan, June 27 - July 1, 2016, paper 171.
 - Jin Zhang, **Baojun Ma**, Jilong Zhang, Ming Ren and Chong Ma. Understanding the Massive Online Reviews: A Novel Representative Subset Extraction Method. In the 20th Pacific Asia Conference on Information Systems (PACIS'2016), Chiayi, Taiwan, June 27 - July 1, 2016, paper 299.
 - Xin Lao, **Baojun Ma**, Nan Zhang, Yan Wan. Public Opinion Analysis Based on Probabilistic Topic Modeling and Deep Learning. In The sixth CNAIS National Congress (CNAIS'2015), Jinan, Shandong, China, Oct. 23-25, 2015, pp. 477-486. (in Chinese: 劳鑫, 马宝君, 张楠, 万岩. 基于概率主题建模和深度学习的公众舆情分析. 信息系统协会中国分会第六届全国大会(CNAIS'2015), 山东济南, 2015年10月23日-25日, pp. 477-486.)
 - **Baojun Ma**, Hailiang Chen. Examining the Causal Relationship between Screen Size and Cellular Data Consumption. In the 19th Pacific Asia Conference on Information Systems (PACIS'2015), Paper 180, Singapore, July 5-9, 2015, paper 180.
 - Hua Yuan, Yu Qian, **Baojun Ma**, Qiang Wei. From Trajectories to Path Network: An Endpoints-Based GPS Trajectory Partition and Clustering Framework. The 15th International Conference on Web-Age Information Management (WAIM'2014), Macau, China, June 16-18, 2014, pp. 740-743. (EI)
 - **Baojun Ma**, Nan Zhang. Understanding the hot topics of public feedback in the smart city context: A study based on probabilistic topic modeling. The fifth CNAIS National Congress (CNAIS'2013), Guiyang, China, Oct. 17-19, 2013, pp. 741-745. (in Chinese: 马宝君, 张楠. 智慧城市背景下的公众反馈热点研究: 基于概率主题建模的分析. 信息系统协会中国分会第五届全国大会(CNAIS'2013), 贵州贵阳, 2013年10月17



日-19 日, pp. 741-745.)

- Ming Ren, Jin Zhang, **Baojun Ma**. On the changes of the subjects terms in information system studies: A literature analysis of MIS quarterly. The fifth CNAIS National Congress (CNAIS'2013), Guiyang, China, Oct. 17-19, 2013, pp. 819-824. (in Chinese: 任明, 张瑾, 马宝君. 信息系统领域的主题变化研究: 基于对 MISQ 的文献分析. 信息系统协会中国分会第五届全国大会 (CNAIS'2013), 贵州贵阳, 2013 年 10 月 17 日-19 日, pp. 819-824.)
- Yanping Zhao, Huaping Zhang, **Baojun Ma**, Hui Zhao. Scientific projects database management based on dynamic knowledge relation. The fifth CNAIS National Congress (CNAIS'2013), Guiyang, China, Oct. 17-19, 2013, pp. 454-458. (in Chinese: 赵燕平, 张华平, 马宝君, 赵辉. 基于动态知识关联的科技项目库管理. 信息系统协会中国分会第五届全国大会 (CNAIS'2013), 贵州贵阳, 2013 年 10 月 17 日-19 日, pp. 454-458.)
- **Baojun Ma**, Hua Yuan, Qiang Wei. A Comparison Study of Clustering Models for Online Review Sentiment Analysis. The 14th International Conference on Web-Age Information Management (WAIM'2013), Beidaihe, China, June 14-16, 2013, pp. 332-337. (EI)
- **Baojun Ma**, Karel Dejaeger, Jan Vanthienen, Bart Baesens. Software Defect Prediction Based on Association Rule Classification. The 2010 International Conference on Electronic-Business Intelligence (ICEBI'2010), Kunming, China, Dec. 19-21, 2010, pp. 396-402. (ISTP)
- **Baojun Ma**, Qiang Wei, Guoqing Chen. A Combined Measure for Representativeness on Information Retrieval in Web Search. The 9th International FLINS Conference on Foundations and Applications of Computational Intelligence (FLINS'2010), Chengdu, China, Aug. 2-4, 2010, pp. 659-665. (ISTP)

BOOKS / BOOK CHAPTERS

- Qiongwei Ye, **Baojun Ma**. *Internet+ and Electronic Business in China: Innovation and Applications*. Wagon lane, Bingley, UK: Emerald Publishing Limited, 2017.12.
- Nan Zhang, **Baojun Ma**. Constructing a Methodology Toward Policy Analysts for Understanding Online Public Opinions: A Probabilistic Topic Modeling Approach. In E. Tambouris et al. (Eds.), *Electronic Government and Electronic Participation* (Vol. 22, pp. 72-79): IOS Press, 2015.
- Guoqing Chen, Xunhua Guo, **Baojun Ma**. *Management Information Systems: Principles, Methods and Applications (2nd Edition)*. Beijing: Higher Education Press, 2014. (in Chinese: 陈国青, 郭迅华, 马宝君. 管理信息系统: 原理、方法与应用(第二版). 北京: 高等教育出版社, 2014.)



TEACHING INSTRUCTOR

Undergraduate Student Courses

- 3212160070 (BUPT), **E-Commerce Security Management.**
- 3212140170 (BUPT), **Information Systems: Security and Management.**
- 3212160018 (BUPT), **Web Design Basis.**
- 3212114490 (BUPT), **Management in Big Data Era.**
- 3212160350 (BUPT), **Data Mining & Business Intelligence.**

Academic Graduate Student Courses

- 3211100429 (BUPT), **Data Mining Experiments.**
- 17101622 (BFSU), **Management Information Systems.**
- (YUFE), **Business Intelligence & Big Data Analytics.**

MBA Courses

- (BUPT), **Business Intelligence and Big Data Analytics.**

STUDENTS ADVISED

M.S. Students

- **Enrolled:** Aimaier Ainiwaer, Linxin Dong, Tonghui Lv (With Prof. Yan Wan), Shanshan Zhang.
- **Graduated:** Xin Lao (March 2017, with Prof. Yan Wan), Lu Chen (March 2018).

B.E. Students

- **Enrolled:** Huijin Cai, Haoyu Yuan, Lixin Zhang.
- **Graduated:**
 - July 2014: Wenli Dang, Ruxue Bai;
 - July 2015: Hongshuyu Deng (**Outstanding Bachelor's Degree Thesis of BUPT**), Yihe Ning;
 - July 2016: Hongyuan Pu, Wanheng Wei, Zilong Zou;
 - July 2017: Cen He, Han Xiong, Yi Li.



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PROFESSIONAL ACTIVITIES

MEMBERSHIP

- CNAIS (China Association for Information Systems), Council Member, Member.
- Professional board of Internet economy and cross-border e-commerce in China information Economics Society, Council Member.
- Key laboratory of E-commerce innovation and entrepreneurship for Yunan Universities, Part-time researcher, Guest Professor.
- AIS, Member.
- CCF (China Computer Federation), Member.
- ACM, Member, since 2014.

JOURNAL REVIEWER

- Information Processing & Management (IP&M, **SSCI/SCI**)
- Journal of the Association for Information Science and Technology (JAIST, **SSCI/SCI**)
- Electronic Commerce Research and Applications (ECRA, **SSCI/SCI**)
- Information & Management (I&M, **SSCI/SCI**)
- Electronic Commerce Research (ECR, **SSCI**)
- PLOS ONE (**SCI**)
- Knowledge-based Systems (KBS, **SCI**)
- International Journal on Semantic Web and Information Systems (IJSWIS, **SCI**)
- ACM Transaction on Management Information Systems (ACM TMIS)
- China Communications (**SCI**)
- International Journal of Uncertainty, Fuzziness and Knowledge-Based Systems (IJUFKS, **SCI**)
- International Journal of Software Engineering and Knowledge Engineering (IJSEKE, **SCI**)
- Natural Hazards (NHAZ, **SCI**)
- Aslib Journal of Information Management (IJIM, **SSCI/SCI**)
- China Journal of Information Systems (CJIS, 信息系统学报)
- Chinese Journal of Computers (CJC, 计算机学报, **EI**)
- Journal of Computer Research and Development (JCRD, 计算机研究与发展, **EI**)
- China Journal of Electronics (CJE, 电子学报, **EI**)



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CONFERENCE PROGRAM COMMITTEE

- **SOTICS'2018:** The 8th International Conference on Social Media Technologies, Communication, and Informatics, Nice, France, October 14-18, 2018.
- **SSPHE'2018:** The 2nd International Conference on Social Science, Public Health and Education, Sanya, China, November 25-27, 2018.
- **SEKE'2018:** The 30th International Conference on Software Engineering and Knowledge Engineering, Redwood City, San Francisco Bay, USA, July 1-3, 2018.
- **SMP'2017:** The 6th National Conference on Social Media Processing, Beijing, China, September 14-17, 2017.
- **SOTICS'2017:** The 7th International Conference on Social Media Technologies, Communication, and Informatics, Athens, Greece, October 8-12, 2017.
- **ICITCS'2017:** The 7th iCatse Conference on IT Convergence and Security, Seoul, South Korea, September 25-28, 2017.
- **IWEBM'2017:** The 2017 International Workshop on Economics, Business and Management, Kunming, Yunnan, China, October 27-29, 2017.
- **ICSN'2017:** The 2nd iCatse Symposium on Software Networking, Kuala Lumpur, Malaysia, June 26-29, 2017.
- **ICISA'2017:** The 8th International Conference on Information Science and Applications, Macau, China, March 20-23, 2017.
- **SEKE'2017:** The 29th International Conference on Software Engineering and Knowledge Engineering, Wyndham Pittsburgh University Center, Pittsburgh, USA, July 5-7, 2017.
- **ICISS'2016:** The 3rd International Conference on Information Science and Security, Pattaya, Thailand, December 19-22, 2016.
- **SEKE' 2016:** The 28th International Conference on Software Engineering and Knowledge Engineering, Hotel Sofitel, Redwood City, San Francisco Bay, California, USA, July 1-3, 2016.
- **ICISA' 2016:** The 7th International Conference on Information Science and Application, Ho Chi Minh, Vietnam, February 15-18, 2016.
- **ICISS' 2015:** The 2nd International Conference on Information Science and Security, Seoul, Korea, December 14-16, 2015.
- **ICITCS' 2015:** The 5th International Conference on IT Convergence and Security, Kuala Lumpur, Malaysia, August 24-27, 2015.
- **SEKE' 2015:** The 27th International Conference on Software Engineering and Knowledge Engineering, Wyndham Pittsburgh University Center, Pittsburgh, USA, July 6-8, 2015.
- **SEKE' 2014:** The 26th International Conference on Software Engineering and Knowledge



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Engineering, Hyatt Regency, Vancouver, Canada, July 1-3, 2014.

- **CECNet'2013**: The 3rd International Conference on Consumer Electronics, Communications and Networks, Hubei University of Science and Technology, Xianning, Hubei Province of China, Nov. 20-22, 2013.

CONFERENCE SESSION CHAIR

- **ICEC'2018**: The 20th International Conference on Electronic Commerce, Tianjin, China, July 6-7, 2018.
- **CNAIS'2017**: The seventh CNAIS National Congress, Shanghai, China, Oct. 20-22, 2017.
- **CNAIS'2015**: The sixth CNAIS National Congress, Jinan, China, Oct. 23-25, 2015.
- **CNAIS'2013**: The fifth CNAIS National Congress, Guiyang, China, Oct. 17-19, 2013.