

# Meng Qu

Assistant Professor of Professional Practice  
Management Science and Information Systems  
Rutgers Business School

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## RESEARCH INTERESTS

- Data Mining and Knowledge Discovery
- Business Analytics
- Mobile Recommender Systems

## EDUCATION

<b>Ph.D.</b> Management Science and Information Systems Rutgers Business School, Rutgers University Advisor: Dr. Hui Xiong	2017
<b>M.A.</b> Mathematics State University of New York - Albany, USA	2010
<b>B.S.</b> Computing Mathematics City University of Hong Kong, Hong Kong	2009

## RESEARCH EXPERIENCE

### **A Cost-Effective Mobile Recommender System for Taxi Drivers**

*The 20th ACM SIGKDD Conference on Knowledge Discovery and Data Mining (KDD'14)*

- Developed a cost-effective recommender system for taxi drivers
- Provided an entire driving route instead of recommending a sequence of pick-up points.
- Novel recursive strategy based on a special form of the net profit function

### **Enhancing Recommender System for Taxi Drivers with Business Effective Strategies**

*IEEE Transactions on Knowledge and Data Engineering, under review*

- Developed a recommender system for taxi drivers with virtual stations.
- Provided a dynamic maximum net profit recommendation approach to address the load unbalance problem.

## TEACHING EXPERIENCE

### **Instructor, Rutgers Business School, NJ, Spring 2012**

- Production and Operation Management (29 623 311 01)
- Overall Rating: **4.19/5.00**
- Teaching Effectiveness Rating: **4.13/5.00**

### **Instructor, Rutgers Business School, NJ, Spring 2015**

- Computer Network Applications (29 623 375 01)
- Overall Rating: **4.10/5.00**
- Teaching Effectiveness Rating: **4.21/5.00**

### **Instructor, Rutgers Business School, NJ, Spring 2016**

- Management Information Systems (29 623 220 03)
- Overall Rating: **4.38/5.00**
- Teaching Effectiveness Rating: **4.38/5.00**

**Instructor, Rutgers Business School, NJ, Spring 2017**

- Management Information Systems (29 623 220 05)
- Overall Rating: 4.30/5.00
- Teaching Effectiveness Rating: 4.45/5.00

**Instructor, Rutgers Business School, NJ, Summer 2013**

- Science and Technology Summer Camp - Data Analytics and Information Assurance

**AWARDS AND HONORS**

- **Summer Ph.D Research Assistantship**, Rutgers Business School, 2013
- **Full Mainland Scholarship**, City University of Hong Kong, 2005-2009
- **Dean's list**, City University of Hong Kong, 2005

**PROFESSIONAL EXPERIENCE**

**Programmer/Internship, Online Services Development Hong Kong Limited, Hong Kong, Summer 2008**

- Worked closely with the client to design Web site for investment company, First Alliance, including the record of transactions, financial reports, and advisory commission.
- Prepared graphs, tables, and analytical data visualization.

**Academic Secretary, Student Union of Mathematics Department, Hong Kong, 01/2006-01/2007**

- Assisted students with coursework.
- Forwarded math questions to students weekly.

**Financial Secretary, Sports Tournament, College of Science and Engineering, Hong Kong, 02/2006-05/2006**

- Organized team matches, such as football, basketball, volleyball.

**External Review**

- WSDM: Web Search and Data Mining, 2012
- WWW: World Wide Web Conference, 2013
- WSDM: Web Search and Data Mining, 2014
- TKDE: Transactions on Knowledge Discovery from Data, 2016

**ATTENDED CONFERENCES**

- Rutgers-Stevens Workshop on Optimization of Stochastic Systems, 2011
- The 4th Annual Modeling High Frequency Data in Finance Conference, Stevens Institute Technology, July 2012
- Colloquium on Big Data and Mobile Analytics, November 2013
- SIAM International Conference on Data Mining, April 2014
- ACM SIGKDD Conference on Knowledge Discovery and Data Mining, August 2014
- SIAM International Conference on Data Mining, May 2015

**SKILLS**

- Proficient in SQL, Python, R, Matlab, Tableau; Knowledgeable in C/C++ and C#
- Fluent in English, Chinese and Cantonese
- Excellent interpersonal communication skills