Gang Chen

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Education

I graduated with a Bachelor's degree in Management from the School of Management, Hefei University of Technology, majoring in Information Management and Information Systems, in 2016. I completed my Ph.D. in Management at the School of Management, Fudan University, majoring in Information Management and Information Systems, in 2022.

Positions Held

Assistant Professor, Department of Information Management & Business Intelligence, School of Management, Fudan University, since 2024.

Assistant Professor, Department of Data Science & Management Engineering, School of Management, Zhejiang University, 2022-2024.

Areas of Expertise

Computational design science, multimodal behavioral (e.g., perceptual, cognitive, and reasoning) intelligence, theory-driven deep learning, structured reasoning of LLMs, interpretable predictive analytics.

Research Awards

[1] Best Paper Award, International Conference on Smart Finance, (ICSF 2025), 2025.

[2] Best Reviewer Award, China Summer Workshop on Information Management (CSWIM 2024), 2024.

[3] Outstanding Doctoral Dissertation, Fudan University, 2024.

[4] PhD Thesis Award Support Program, Chinese Society of Management Science and Engineering, 2023.

[5] Academic Star Special Award (five winners across the entire university for the year), Fudan University, 2021.

Journal Publications

(# equal contribution, * corresponding author)

UTD24 Publications

[1] **Gang Chen**, Shuaiyong Xiao[*], Chenghong Zhang, Huimin Zhao. A Theory-driven Deep Learning Method for Voice-chat- based Customer Response Prediction. *Information Systems Research*, 2023, 34(4).

[2] **Gang Chen**, Lihua Huang, Shuaiyong Xiao[*], Chenghong Zhang, Huimin Zhao. Attending to Customer Attention: A Novel Deep Learning Method for Leveraging Multimodal Online Reviews to Enhance Sales Prediction. *Information Systems Research*, 2024, 35(2).

[3] Gang Wang[#], **Gang Chen**[#], Huimin Zhao[#], Feng Zhang, Shanlin Yang, Tian Lu. Leveraging Multisource Heterogeneous Data for Financial Risk Prediction: A Novel Hybrid-Strategy-Based Self-adaptive Method. *MIS Quarterly*, 2021, 45(4).

[4] Jing Liu, Gang Wang[*], Huimin Zhao, Mingfeng Lu, Lihua Huang, **Gang Chen**. Beyond Complements and Substitutes: A Graph Neural Network Approach for Collaborative Retail Sales Forecasting. *Information Systems Research*, 2025, online published.

Other Publications

[1] Liqian Bao, **Gang Chen**[*], Zongxi Liu, Shuaiyong Xiao, Huimin Zhao. Predicting Reward-Based Crowdfunding Success with Multimodal Data: A Theory-Guided Framework. *Information & Management*, 62(4), 104131.

[2] Zongxiang Zhang, **Gang Chen**, Yunjie Xu, Lihua Huang, Chenghong Zhang[*], Shuaiyong Xiao. FedDQA: A Novel Regularization-Based Deep Learning Method for Data Quality Assessment in Federated Learning, *Decision Support Systems*, 2024, 180: 1-16.

[3] Shuaiyong Xiao, Jianxiong Wang, Jiwei Wang, Runlin Chen, **Gang Chen**[*]. On the Consensus of Synchronous Temporal and Spatial Views: A Novel Multimodal Deep Learning Method for Social Video Prediction. *Information Processing & Management*, 2024, 61(1): 1-17.

[4] Yajing Wang, **Gang Chen**[*], Yunjie Xu[*], Xianghua Lu. Novel Role-Wise Attention Mechanism for Predicting Purchases Made through Chat-Based Online Customer Services. *Decision Support Systems*, 2023, 169.

[5] **Gang Chen**, Xiangge Li, Shuaiyong Xiao, Chenghong Zhang[*], Xianghua Lu. RACL: Robust Adaptive Contrastive Learning for Conversational Satisfaction Prediction. *Pattern Recognition*, 2023, 138: 1-14.

[6] Gang Wang[*], Jingling Ma, **Gang Chen**. Attentive Statement Fraud Detection: Distinguishing Multimodal Financial Data with Fine-Grained Attention. *Decision Support Systems*, 2023, 167.

[7] Shuaiyong Xiao, **Gang Chen**, Chenghong Zhang[*], Xiangge Li. Complementary or Substitutive? A Novel Deep Learning Method to Leverage Text-Image Interactions for Multimodal Review Helpfulness Prediction. *Expert Systems with Applications*, 2022, 208: 1-13.

[8] **Gang Chen**, Shuaiyong Xiao, Chenghong Zhang[*], Wei Wang. An Orthogonal-Space-Learning-Based Method for Selecting Semantically Helpful Reviews. *Electronic Commerce Research and Applications*, 2022, 53: 101154.

[9] Lihua Huang, Yifan Dou[*], Yezheng Liu, Jinzhao Wang, **Gang Chen**, Xiaoyang Zhang, Runyin Wang. Toward A Research Framework to Conceptualize Data as the Factor of Production: The Data Marketplace Perspective. *Fundamental Research*, 2021, 1(5): 586-594.

[10] Siyal Abdul Waheed, Hongzhuan Chen, **Gang Chen**. From Consumer Satisfaction to Recommendation of Mobile App-Based Services: An Overview of Mobile Taxi Booking Apps. *SAGE Open*, 2021, 11(1).

[11] Siyal Waheed Abdul, Hongzhuan Chen, **Gang Chen**, Muhammad Mujahid Memon, Zainab Binte. Structural Equation Modeling and Artificial Neural Networks Approach to Predict Continued Use of Mobile Taxi Booking Apps: The Mediating Role of Hedonic Motivation. *Data Technologies and Applications*, 2021, 55(3): 372-399.

[12] Gang Wang[*], Jingling Ma, **Gang Chen**, Ying Yang. Financial Distress Prediction: Regularized-Sparse-Based Random Subspace with ER Aggregation Rule Incorporating Textual Disclosures. *Applied Soft Computing*, 2020, 90: 106152.

[13] Jing Liu, Gang Wang[*], **Gang Chen**. Identifying Adverse Drug Events from Social Media Using An Improved Semisupervised Method. *IEEE Intelligent Systems*, 2019, 34(2): 66-74.

[14] Gang Wang, **Gang Chen**, Yan Chu[*]. A New Random Subspace Method Incorporating Sentiment and Textual Information for Financial Distress Prediction. *Electronic Commerce Research and Applications*, 2018, 29: 30-49.

Publications in Chinese Journals

[1] 金旭磊,**陈刚***,黄丽华,肖帅勇,张成洪. 大模型商业应用挑战及其管理对策:基于知识增强的应用框架. *工程管理科技前沿*. 2025, 44(03): 1-8.

[2] 张宗翔, 郑大庆, 张成洪, 黄丽华, **陈刚**, 黄伟儒. 面向应用的联邦学习研究评述：基于"要素-过程"框架. *管理工程学报*, 2024, 38(1): 14-30.

[3] 张成洪, **陈刚**, 陆天, 黄丽华. 可解释人工智能及其对管理的影响：研究现状和展望. *管理科学*, 2021, 34(03): 63-79.

Working Papers

[1] Zongxi Liu, **Gang Chen**, Shuaiyong Xiao*, Huimin Zhao. Exploring Multimodal Time Series Interactions for Prediction. *INFORMS Journal on Computing*, *Minor revision*.

[2] **Gang Chen**, Tan Cheng, Jianxiong Wang*, Shuaiyong Xiao, Huimin Zhao. Deep Mixed-Grained Preference Inference. *Under 3rd round review*.

[3] **Gang Chen**, Shuaiyong Xiao*, Chenghong Zhang, Huimin Zhao. Multimodal Interaction Biases Mitigation.

Under 3ʳᵈ round review.

[4] Shuaiyong Xiao, **Gang Chen***, Tan Cheng, Huimin Zhao. Top-Viewed Video Clips Prediction. *Major revision.*

[5] Shujie Liu, **Gang Chen**, Xiangwei Kong*, Huimin Zhao. LLM Fine-Tuning Tailored to Meet Fine-Grained User Needs. *Major revision.*

[6] **Gang Chen**, Shuaiyong Xiao*, Huimin Zhao. Inferring Global User Preference for Exposure-aware Recommendation Fairness. *Major revision.*

[7] **Gang Chen**, Tan Cheng*, Shuaiyong Xiao, Huimin Zhao. Empathetic Reasoning of LLMs. *Under review.*

[8] Renzhi Gao, **Gang Chen***, Huimin Zhao, Junjie Wei, Xiangwei Kong. Informed Multimodal Branded Post Diffusion. *Under review.*

[9] Zicong Wang, **Gang Chen**, Jie Lin, Shuaiyong Xiao*. Cognition-Experience Gap-Guided Sustained Engagement Prediction. *Under review.*

[10] Tan Cheng, Shuaiyong Xiao, Xulei Jin, **Gang Chen**, Chenghong Zhang. Willingness-Aware Waybill Acceptance Prediction. *Under review.*

Peer Reviews

Information Systems Research, Decision Support Systems, Information & Management, Information Processing & Management, Electronic Commerce Research, Journal of Business Analytics, Applied Soft Computing, Technological Forecasting & Social Change, ICIS, PACIS, CSWIM, etc.

Patents

[1] **陈刚**, 张成洪, 黄丽华. 基于语境信息的文本内容校正方法, 2023-04-25, 中国, CN202010536286.0 (专利)

[2] 卢向华, **陈刚**. 基于座席语音的话术支持系统, 2022-6-10, 中国, ZL202010280824.4 (专利)

[3] 卢向华, **陈刚**. 座席话术自动评分装置及方法, 2020-04-10, 中国, CN202010280864.9 (专利)

[4] 卢向华, **陈刚**. 基于座席语音切分的代表性话术片段抽取装置及方法, 2020-04-10, 中国, CN202010280840.3 (专利).

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Courses Offered

Data and Algorithm Governance, for doctoral students.
Technical Rationales of Large Language Models and Their Business Applications, for Master's Program in Data Science and Business Analytics (DS&BA) students.
ASP.NET MVC Web Application Development, for undergraduate students.

Professional Services

Track AE, Pacific Aisa Conference on Information Systems (PACIS), 2025.
Track AE, International Conference on Information Systems (ICIS), 2024.
Track AE, Pacific Aisa Conference on Information Systems (PACIS), 2024.
Track Chair, 2024 POMS International Conference in China (POMS China), 2024.

Grants

[1] 2025.05 - 2026.05, 课题参与人, SOC 客户自备集装箱&SOC ISO TANK 客户自备集装罐箱的航运网络优化和需求预测, 上海怡运国际货物运输代理有限公司.

[2] 2024.11 - 2025.01, 项目负责人, "上海钢联大宗商品可解释人工智能预测系统的模型算法研究" 合作协议, 上海钢联电子商务股份有限公司.

[3] 2024.01 - 2028.12, 课题参与人, 数智服务的多主体行为与管理, 国家自然科学基金重大项目.

[4] 2024.01 - 2026.12, 项目负责人, 面向公平性与准确性统一的推荐方法研究：基于模型偏差消解视角, 国家自然科学基金青年科学基金项目.

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