

Yong Ge

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Rutgers Business School
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RESEARCH INTERESTS

- Data Mining and Knowledge Discovery
- Spatio-temporal Data Analysis
- Recommender Systems

EDUCATION

- **Ph.D.**, Management Science and Information Systems, Rutgers University, USA, 2008-present
- **M.S.**, Signal and Information Processing, University of Science and Technology of China - Hefei, China 2008.
- **B.S.**, Information Engineering, Xi'an Jiao Tong University - Xi'an, China, 2005.

HONORS

- **2011 IEEE ICDM Best Research Paper**
- **NSF Student Travel Award**, IEEE ICDM 2011
- **Second Prize** of Unsupervised and Transfer Learning Challenge, 2011, IJCNN and ICML
- **Summer Scholarship**, Rutgers Business School, 2010
- **Student Travel Award**, ACM SIGKDD, 2009, 2010, 2011
- **Dean's Fund**, Rutgers Business School, 2009
- **Spaceflight Information Scholarship**, University of Science and Technology of China, 2007.

TEACHING EXPERIENCES

Instructor, Rutgers Business School, NJ, Spring 2011, Fall 2011

- Giving Lectures to Undergraduate Classes
- Holding Office Hours
- Making and Grading Homework, Quiz and Exams

Teaching Assistant, Rutgers, the State University of New Jersey, NJ (Fall 2008 - Spring 2010)

- Holding Office Hours
- Grading Homework and Exams

RESEARCH EXPERIENCES

Research Assistant, Rutgers Business School, NJ, Sep. 2010-present

- Travel Package Recommendations
- Cost-aware Collaborative filtering
- Urban Computing via Mining Large-scale Taxi GPS Data
- Taxi Driving Fraud Detection via Large-scale Trajectory Analysis

Research Assistant, Rutgers Business School, NJ, Sep. 2009-Aug. 2010

- Energy-efficient Mobile Recommender Systems
- Taxi Business Intelligence Study with Large-scale Taxi GPS data
- Evolving Trajectory Outlier Detection

Research Assistant, Rutgers Business School, NJ, Sep. 2008-Aug. 2009

- Problem Log Analysis for Customer Service Support
- Multi-focal Learning for Problem Log Classification

Research Intern, NEC Labs, Princeton, NJ, Summer 2011

- Efficient Invariant Searching for Distributed System Modeling
- Effective Metric Ranking for Fault Diagnosis of Distributed Systems

Research Intern, Panasonic System Solutions Development Center, NJ, Summer 2009

- Trajectory Clustering and Classification for Video Surveillance

Research Assistant, Univ. of Sci. and Tech. of China, Hefei, China (Sep. 2005 - May 2008)

- Content-based Image Retrieval and Relevant Feedback Techniques
- Image Automatic Annotation

PUBLICATIONS

Journal Papers

1. **Yong Ge**, Hui Xiong, Wenjun Zhou, Siming Li and Ramendra Sahoo. Multi-focal Learning for Customer Problem Analysis. ACM Transaction on Intelligent Systems and Technology, Volume 2 Issue 3, April 2011.
2. Xiaojun Quan, Hui Xiong, Wenyu Dou, Liu Wenyin, **Yong Ge**. Link Graph Analysis for Business Site Selection. IEEE Computer, accepted, 2011.

Conference Papers

1. Chuanren Liu, Tianming Hu, **Yong Ge**, Hui Xiong. Which Distance Metric is Right: An Evolutionary K-Means View. the 2012 SIAM International Conference on Data Mining (SDM 2012). to appear, 2012
2. **Yong Ge**, Hui Xiong, Chuanren Liu, Zhi-Hua Zhou. A Taxi Driving Fraud Detection System. the 11th IEEE International Conference on Data Mining (ICDM 2011), Vancouver, Canada, December, 2011, pp.181-190.
3. Qi Liu, **Yong Ge**, Zhongmou Li, EnHong Chen, and Hui Xiong. Personalized Travel Package Recommendation. the 11th IEEE International Conference on Data Mining (ICDM 2011), Vancouver, Canada, December, 2011, 407-416. (**Best Research Paper Award**)
4. **Yong Ge**, Hui Xiong, Alexander Tuzhilin, Qi Liu. Collaborative Filtering with Collective Training. the 5th ACM International Conference on Recommender Systems (short paper), Chicago, US, October, 2011, pp.281-284.
5. **Yong Ge**, Qi Liu, Hui Xiong, Alexander Tuzhilin, Jian Chen. Cost-aware Travel Tour Recommendation. the 17th ACM SIGKDD International Conference on Knowledge Discovery and Data Mining (**KDD'11**), San Diego, US, August, 2011, pp. 983-991.
6. **Yong Ge**, Chuanren Liu, Hui Xiong. A Taxi Business Intelligence System. the 17th ACM SIGKDD International Conference on Knowledge Discovery and Data Mining (**KDD'11**), San Diego, US, August, 2011, pp. 735-738. (demo paper)
7. Chuanren Liu, Jianjun Xie, **Yong Ge**, Hui Xiong. Stochastic Unsupervised Learning on Unlabeled Data. Journal of Machine Learning Research - Workshop and Conference Proceedings, to appear, 2011.

8. **Yong Ge**, Hui Xiong, Zhi-Hua Zhou, Hasan Ozdemir, Jannite Yu, and K.C. Lee. TOP-EYE: Top-k Evolving Trajectory Outlier Detection. the 19th ACM Conference on Information and Knowledge Management (**CIKM'10**), Toronto, Canada, October, pp. 1733-1736, 2010.
9. **Yong Ge**, Hui Xiong, Alexander Tuzhilin, Keli Xiao, Marco Gruteser, Michael J. Pazzani. An Energy-Efficient Mobile Recommender System. the 16th ACM SIGKDD International Conference on Knowledge Discovery and Data Mining (**KDD'10**), Washington, DC, US, July, pp. 899-908, 2010.
10. Wenjun Zhou, Hui Xiong, **Yong Ge**, Jannite Yu, Hasan Ozdemir, and K.C. Lee. Direction Clustering for Characterizing Movement Patterns. the 2010 IEEE International Conference on Information Reuse and Integration (**IRI'10**), Las Vegas, US, August, pp. 165 - 170, 2010.
11. Jie Yang, **Yong Ge**, Hui Xiong, Yingying Chen, and Hongbo Liu. Performing Joint Learning for Passive Intrusion Detection in Pervasive Wireless Environments. the 29th IEEE International Conference on Computer Communications (**IEEE INFOCOM'10**), San Diego, CA, USA, pp. 767-775, March 2010.
12. **Yong Ge**, Hui Xiong, Wenjun Zhou, Ramendra Sahoo, Xiaofeng Gao, and Weili Wu. Multi-focal Learning and Its Application to Customer Service Support. the 15th ACM SIGKDD International Conference on Knowledge Discovery and Data Mining (**KDD'09**), Paris, France, pp. 349-358, June, 2009.
13. **Yong Ge**, Richang Hong, Zhiwei Gu, Rong Zhang, Xiuqing Wu. A Probability Model for Image Annotation, IEEE International Conference on Multimedia&Expo (**ICME07**), Beijing, China, July, 2007, pp. 827-830
14. Richang Hong, Chao Wang, **Yong Ge**, Meng Wang, Xiuqing Wu. Saliency Preserving Multi-focus Image Fusion, IEEE International Conference on Multimedia&Expo (**ICME07**), Beijing, China, July, 2007, pp. 1663-1666

PROFESSIONAL ACTIVITIES

Journal Review

- TSMC-B: IEEE Transactions on Systems, Man, and Cybernetics, Part B.
- Information Science.
- Neurocomputing
- KAIS: Knowledge and Information System.

External Review

- CIKM11, UbiComp11, KDD11, SDM11, PKDD11, CIKM10, KDD09, ICML09, ICDM09, CIKM09, ICDE10, TPAMI, ACM TIST, Pattern Recognition.

REFERENCES

Available upon request.