

许开全, 副教授

南京大学, 商学院, 营销与电子商务系

电子邮件: xukaiquan@nju.edu.cn

电话: +86-25-83592129

工作经历

- 2014/06—现在 副教授 南京大学营销与电子商务系
- 2013/09—2014/05 讲师 南京大学营销与电子商务系
- 2011/09—2013/08 讲师 南京大学电子商务系
- 2010/05—2011/08 高级研究助理 香港城市大学
- 2005/05—2007/04 研发技术员 甲骨文(Oracle)

教育背景

- 博士研究生, 资讯系统学 2007-05/2011-08
香港城市大学 商学院 资讯系统学系
- 访问学生, 信息技术 2008-08/2009-01
澳大利亚 悉尼科技大学 信息技术学院
- 硕士研究生 计算机科学 2002-09/2005-04
北京理工大学 信息学院 计算机科学系
- 本科生 计算机科学 1998-09/2002-07
中国海洋大学 信息学院 计算机科学系

研究

- 兴趣: 移动商务, 社会化媒体分析与挖掘, 基于优化的数据挖掘
- 方法: 数据挖掘, 计量分析

科研经费

1. “多渠道与多屏幕营销”, 自然科学基金(优秀青年项目)(“优青”), 编号 71622008, 130 万元, 2017.01~2019.12, 主持人
2. “当机器智能遇到人类计算—基于众包的分类数据挖掘技术研究”, 自然科学基金(青年基金), 编号 71301071, 23 万元, 2014.01~2016.12, 主持人
3. “社会化商务中影响购买行为的机制研究”, 高等学校博士学科点专项科研基金(新教师类), 编号 20120091120007, 4 万元, 2013.01~2015.12, 主持人
4. “中西部地区人群的消费特征和趋势研究”, 阿里巴巴“活水”计划第 5 季, 2015.04, 主持

人

5. “大数据驱动的营销战略与用户行为研究”, 南京大学一流学科建设先期启动文科项目, 30 万元, 2015-2016, 主持人.
6. “社会化商务中大众和朋友评论对购买的相对影响研究”, 文科校级项目(中央基本科研业务费), 2 万元, 2012.06~2014.05, 主持人
7. “社交网络关系对购买行为的影响及其在产品推荐中的应用”, 南京大学商学院青年教师科研基金, 1 万元, 2012.01~2013.12, 主持人

论文发表

● 期刊

1. D. Wang, J. Li, **K. Xu**(*), Y. Wu, "Sentiment Community Detection: Exploring Sentiments and Relationships in Social Networks", *Electronic Commerce Research (ECR)*, DOI: 10.1007/s10660-016-9233-8, 2016 (SSCI).
2. **K. Xu**, J. Chan, A. Ghose, S. Han, "Battle of the Channels: The Impact of Tablets on Digital Commerce". *Management Science (MS)*, (<http://dx.doi.org/10.1287/mnsc.2015.240>) (*UT Dallas Journal, SCI*)
3. **K. Xu**, S.S. Liao, R.Y.K. Lau, J. Zhao. "Effective Active Learning Strategies for the Use of Large-Margin Classifiers in Semantic Annotation: An Optimal Parameter Discovery Perspective". *INFORMS Journal on Computing (JOC)*, 26(3), 461-483, 2014 (*UT Dallas Journal, SCI*).
4. G. Wang, J. Sun, J. Ma, **K. Xu**, J. Gu. "Sentiment Classification: the Contribution of Ensemble Learning". *Decision Support System (DSS)*, 57, 77-93, 2014, (SCI)
5. G. Zhou, **K. Xu**, S.S. liao. "Do Starting and Ending Effects in Fixed-Price Group Buying Differ?" *Electronic Commerce Research and Applications (ECRA)*, 12(2), 78-89, 2013, (SSCI)
6. **K. Xu**, J. Li, Y. Song. "Identifying Valuable Customers on Social Networking Sites for Profit Maximization". *Expert Systems with Applications (ESWA)*, 39(17), 13009-13018, 2012, (SSCI)
7. **K. Xu**, X. Guo, J. Li, S.S. Liao, R.Y.K. Lau. "Discovering Target Groups in Social Networking Sites: an Effective Method for Maximizing Joint Influential Power". *Electronic Commerce Research and Applications (ECRA)*, 11(4), 318-334, 2012 (SSCI)
8. B. Fang, S.S. Liao, **K. Xu**, H. Cheng, C. Zhu, H. Chen "A Novel Mobile Recommender System for Indoor Shopping". *Expert Systems with Applications (ESWA)*, 39(15), 11992-12000, 2012 (SSCI)
9. G. Wang, J. Ma, L. Huang, **K. Xu**. "Two credit scoring models based on dual strategy ensemble trees". *Knowledge Based System (KBS)*, 26, 61-68, 2012 (SCI)
10. **K. Xu**, S.S. Liao, J. Li, Y. Song. "Mining Comparative Opinions From Customer Reviews for Competitive Intelligence". *Decision Support System (DSS)*, 50, 743-754. 2011 (SCI)
11. S.S. Wang, **K. Xu**, L. Liu, B. Fang, S.S. Liao, HQ Wang. "An ontology based framework for mining dependence relationships between news and financial instruments" *Expert Systems with Applications (ESWA)*, 38(10), 12044-12050, 2011.09. (SCI)
12. R.Y.K. Lau, S.S. Liao, K. Ron, **K. Xu**, Y. Xia, Y. Li. "Text mining and probabilistic language modeling for online review spam detection". *ACM Transactions on Management Information Systems (TMIS)*. 2(4), No. 25, 2011.
13. **K. Xu**, W. Wang, J.S. Ren, J. Xu, L. Liu, S.S. Liao. "Extracting Consumer Comparison Opinions to Uncover Product Strengths and Weaknesses". *International Journal of Intelligent Information*

Technologies (IJIT), 7(1), 1~14, 2011.

14. L. Liao, **K. Xu**, S.S. Liao. "Constructing intelligent and open mobile commerce using a semantic web approach". *Journal of Information Science (JIS)*, 31(5), 407–419. 2005.10. (*SCI/SSCI*)

● 会议

15. **K. Xu**, Y. Wu, E. Wu, "Cash Rebate in the Mobile Economy", the **2014 International Workshop on Big Data Commerce (BDC 2014)**, Shenzhen, China, December 27, 2014.
16. A. Ghose, S. Han, **K. Xu**, "Mobile Commerce in the New Tablet Economy", the *International Conference on Information Systems 2013 (ICIS 2013)*. Milano, Italy, December 15-18, 2013. *INFORMS Conference on Information Systems and Technology 2013 (CIST 2013)*, Minnesota, October 5-6, 2013. The *Ninth Symposium on Statistical Challenges in eCommerce (SCECR 2013)*, Lisbon, Portugal, June 27-28, 2013.
17. **K. Xu**, J. Li, R.Y.K. Lau, S.S. Liao, B. Fang. "An Effective Method of Discovering Target Groups on Social Networking Sites", the *International Conference on Information Systems 2011 (ICIS 2011)*. Shanghai, China, December 5-7, 2011.
18. J.S. Ren, W. Wang, Z. Hua, **K. Xu**, S.S. Liao. "Optimal Refactoring Policy for Agile Information Systems Maintenance: A Control Theoretic Approach", the *International Conference on Information Systems 2011 (ICIS 2011)*. Shanghai, China, December 5-7, 2011.
19. R.Y.K. Lau, S.S. Liao, **K. Xu**. "An Empirical Study of Online Consumer Review Spam: A Design Science Approach", the *International Conference on Information Systems 2010 (ICIS 2010)*. St. Louis, USA, December 12 - 15, 2010.
20. **K. Xu**, S.S. Liao, R.Y.K. Lau, S. Wang. "Toward Semantic Annotation for Business Analysis: a Method for Reducing Training Samples", the *International Conference on Information Systems 2009 (ICIS 2009)*. Phoenix, Arizona, USA, December 15-18, 2009.
21. **K. Xu**, S.S. Liao, R.Y.K. Lau, L. Liao, H. Tang. "Self-Teaching Semantic Annotation Method for Knowledge Discovery from Text". the 42th *Hawaii International Conference on System Sciences (HICSS 2009)*. Hawaii, USA, January 5-9, 2009. (*EI*)
22. **K. Xu**, J. Li, S.S. Liao. Sentiment community detection in social networks. *iConference 2011*, Seattle, USA, February 8-11, 2011.
23. **K. XU**, S.S. Liao. Discovering Core Opinion Holders in Social Network Sites. The *Cross Straits Information Management Conference (CSIM 2010)*. Hong Kong, August 5-6, 2010.
24. J.S. Ren, W. Wang, **K. Xu**, S.S. Liao. Improving Information Systems Development Agility by Organizational Learning in Large Scale Company - A Case Study. The *Cross Straits Information Management Conference (CSIM 2010)*. Hong Kong, August 5-6, 2010.
25. W. Wang, J. Xu, **K. Xu**, J.S. Ren, S.S. Liao. A Framework Design of a Distributed Traffic Information System with Historical Database. The *Cross Straits Information Management Conference (CSIM 2010)*. Hong Kong, August 5-6, 2010.
26. C.L. Lai, **K. Xu**, R.Y.K. Lau, Y. Li, D. Song. High-Order Concept Associations Mining and Inferential Language Modeling for Online Review Spam Detection. International Workshop on Topic Feature Discovery and Opinion Mining. International Workshop on Topic Feature Discovery and Opinion Mining, the 10th *IEEE International Conference on Data Mining (ICDM 2010)*. (*EI*),
27. **K. Xu**, S.S. Liao. Sentiment Community: a New Way to Learn Users' Sentiments in Social Network. The *10th International Conference on Electronic Business (ICEB 2010)*. Shanghai, China, December 1~4, 2010.
28. **K. Xu**, S.S. Liao, L. Liu, Y. Song. "Mining User Opinions in Social Network Webs". The 4th

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- China Summer Workshop on Information Management (CSWIM 2010)*. Wuhan, China, June 19-20, 2010.
29. **K. Xu**, S.S. Liao, J. Xu, L. Liu, Y. Song. "Predict Market Share With Users' Online Activities Data: an Initial Study on Market Share and Search Index of Mobile Phone". the *Pacific Asia Conference on Information Systems 2010 (PACIS 2010)*.
 30. **K. Xu**, S.S. Liao, R.Y.K. Lau, H. Tang, S. Wang. "Building Comparative Product Relation Maps by Mining Consumer Opinions on the Web". the 15th *Americas Conference on Information Systems (AMCIS 2009)*. San Francisco, California, USA, August 6-9, 2009.
 31. **K. Xu**, R.Y.K. Lau, S.S. Liao, L. Liao. "Towards a SVM-struct Based Active Learning Algorithm for Least Cost Semantic Annotation". International Workshop on Web Personalization, Reputation and Recommender Systems (WPRRS 2008). Proceeding of the *IEEE/WIC/ACM International Conference on Web Intelligence & Intelligent Agent Technology 2008*, P111-114. Sydney, Australia, December 9-12, 2008. (EI)
 32. **K. Xu**, S.S. Liao, R.Y.K. Lau, L. Liao. "Knowledge Acquisition with Supervised Ontology Population". Proceedings of the *Pacific Asia Conference on Information Systems 2008 (PACIS 2008)*. Suzhou, China, July 3-7, 2008.
 33. L. Liao, **K. Xu**, Y. Cao, J. Hu. "A Semantic Web and CSP-Based Tourism Planning System", *Computer Science*, 09/2005. (Chinese)
 34. L., **K. Xu**, Y. Cao, "A Framework of Mobile Recommender Based on Semantic Web". The 16th *International Conference on Computer Communication*. 09/2004 (ISTP)
 35. J. Hu, Y. Cao, **K. Xu**, *Workflow Negotiation Model Research based on Agent*. The *Second Intelligent Information Net Conference of China*. (Chinese)

学术服务

- 领域主编(area editor)/副编辑(associate editor)

Electronic Commerce Research and Applications (SSCI Journal, Area Editor)

Special Issue of Digital Entrepreneurship, Information Systems Journal (SSCI Journal, Associate Editor)

- 分会议主席

Artificial Intelligence and Data Mining II, The Americas Conference on Information Systems (AMCIS 2009)

- 程序委员会委员

The 2012 IEEE International Conference on e-Business Engineering (ICEBE 2012)

The 2013 IEEE International Conference on e-Business Engineering (ICEBE 2013)

The 2014 International Workshop on Big Data Commerce (BDC 2014)

The 2016 International Summit on Smart Finance (ISSF 2016)

- 审稿人

管理科学学报

Nanjing Business Review

- 临时审稿人

Management Information Systems Quarterly (MISQ)

European Journal of Operational Research (EJOR)

Decision Support Systems (**DSS**)
Information & Management (**I&M**)
The Journal of the Association for Information Systems (**JAIS**)
Electronic Commerce Research and Applications (**ECRA**)
Journal of Global Information Management (**JGIM**)
Journal of Information Science (**JIS**)
China Journal of Information Systems (**CJIS**)
Journal of Information Technology (**JIT**)
Web Intelligence and Agent Systems: An International Journal (**WIAS**)

The International Conference on Information Systems (**ICIS 2013**)
The IEEE International Conference on e-Business Engineering (**ICEBE 2013/2012**)
The SIGBPS Workshop on Business Processes and Services (**BPS 2012**)
The Americas Conference on Information Systems (**AMCIS 2012/2009**)
The Pacific Asia Conference on Information Systems (**PACIS 2008**)
The IEEE/WIC/ACM International Conference on Web Intelligence (**WI 2008**)

奖励

- 首批国际化示范课程, 南京大学, 2015
- 青年骨干教师, 南京大学商学院, 05/2014
- 优秀奖, 阿里首届数据平台创新大赛, 09/2013
- 科研新星奖, 南京大学商学院, 10/2012
- 优秀员工季度奖, 甲骨文研发中心, 01/2007

讲座

1. 香港城市大学深圳研究院, 2016.08
2. 中山大学, 2016.06
3. 新加坡国立计算机学院, 2014.01
4. 焦点技术大会, 2013.09
5. 南京大学, 2010.10
6. 天津大学, 2010.10
7. 北京理工大学, 2010.10
8. 对外经贸大学, 2010.10

教学经历

- 讲师
 1. 管理科学, 本科生, 南京大学, 2012-13 学年一学期, 2013-14 学年二学期
 2. 商业数据科学, 本科生, 南京大学, 2013-14 学年二学期
 3. 网络营销与 CRM, 本科生, 南京大学, 2011-12/12-13/13-14 学年, 第二学期
 4. SAP 应用与实施, 本科生, 南京大学, 2011-12/12-13 学年, 第二学期
 5. 供应链管理, 研究生/函授班, 南京大学, 2012-13 学年, 第二学期

6. 课程设计(推荐系统), 本科生(短课程), 南京大学, 2012-13 学年, 第二学期
7. 国际商业管理, 函授班, 南京大学, 2013-14/14-15 学年一学期
8. 电子商务研究前沿, 研究生(短课程), 南京大学, 2013-14/14-15 一学期
9. Information System Implementation/Construction, 香港城市大学, 2009-10 学年, 第一学期

● **教学助理**

10. IS4030: Web Designed for e-commerce, 香港城市大学
11. IS3230: Information System Construction, 香港城市大学
12. IS4940: E-Commerce Entrepreneurship, 香港城市大学

IT 技能

编程技术: Python, C/C++, J2EE/Java

统计工具: Stata, Matlab

数据库: MySQL, Oracle, Timesten In-Memory DB

操作系统: Linux (Red Hat), Unix (AIX)

Web 开发: JSP/Servlet, JSF/Struts, HTML/CSS

媒体报道

1. 大数据成软博会上“炙热话题”, **南京日报**, 2013-09-08,
http://njrb.njdaily.cn/njrb/html/2013-09/08/content_81179.htm