

# Ming Gu

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## AFFILIATION

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**The Hong Kong Polytechnic University (PolyU)**, Hong Kong  
Research Assistant Professor in the School of Accounting and Finance

## EDUCATION

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**University of California, Irvine**, Irvine, CA, US 2024  
Ph.D. in Management Information Systems

**Peking University**, Beijing, CN 2015  
M.A. in Information Sciences  
B.A. in Information Management and Information Systems 2013

**City University of Hong Kong**, Hong Kong 2010  
School of Business, Student Exchange

## RESEARCH INTERESTS

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Methodologies: Machine Learning [M1], Deep Learning [M2], Computer Vision [M3], Natural Language Processing [M4], Econometrics [M5]

Applications: Financial Market [A1], Entertainment [A2], Online Platforms [A3]

## WORKING PAPERS

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**GIFfluence: A Visual Approach to Investor Sentiment and the Stock Market** [M1, M2, M3, M4, M5 A2, A3]

*with David Hirshleifer, Siew Hong Teoh and Shijia Wu*

- 2026 Disclosure, Information Sharing, and Secrecy (DISS) Workshop
- 2026 Allied Social Science Associations (ASSA) Annual Meeting
- 2025 INSEAD Research Seminar
- 2025 HEC Paris Business School Research Seminar
- 2024 Hawaii Accounting Research Conference (HARC)
- 2023 China Journal of Accounting Research (CJAR)

**GIF Sentiment and the Cross-section of Stock Returns** [M1, M3, M4, M5, A1, A3]

*with David Hirshleifer, Siew Hong Teoh and Shijia Wu*

- 2024 UC San Diego Research Seminar
- 2024 Hawaii Accounting Research Conference (HARC)
- 2023 Annual Meeting of Academy of Behavioral Finance & Economics (ABF&E) and Academy of Entrepreneurial Finance (AEF)
- 2022 American Accounting Association (AAA) Annual Meeting; Western Region Conference
- 2022 USC Conference on Emerging Technologies in Accounting and Financial Economics (CETAFE)
- 2022 Chinese University of Hong Kong-Shenzhen
- 2022 National University of Singapore
- 2022 UCLA Anderson School of Management
- 2022 University of New South Wales
- 2022 University of Minnesota Empirical Research Conference

**FiLM: Consumer Targeting in the Age of Large Language Models** [M1, M2, M4, A2, A3]

*with Sanjeev Dewan and Brett Danaher*

- 2024 The Twentieth Symposium on Statistical Challenges in Electronic Commerce Research (SCECR)
- 2023 The Institute for Operations Research and the Management Sciences (INFORMS) Annual Meeting
- 2023 UCI Merage Brownbag

## WORKS IN PROGRESS

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**ChartGPT: A Visual Approach to Belief Extraction from Earnings Call Slides** [M3, M4, M5, A1]

**MovieBERT: A Foundation Model for Early-stage Movie Project Success Prediction** [M1, M2, M4, A2, A3]

**LLMs for Podcasts Popularity, Feedback and User Engagement** [M1, M2, M4, A2, A3]

**Interpretable SAE Models for Market Segmentation** [M4, M5, A3]

**Multi-modal Embeddings for Stock Market Prediction** [M4, M5, A1]

**Design Choices and Teen Mobile Addiction Prevention** [M3, M4, M5, A3]

## TEACHING INTERESTS

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Generative AI, Large Language Models, Data Analytics, Digital Transformation, Management Information Systems, Natural Language Processing, Database Management, Data Visualization and Storytelling

## TEACHING EXPERIENCE

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### DTEI Pedagogical Fellow

Division of Teaching Excellence and Innovation, University of California, Irvine 2022 Academic Year

### Teaching Assistants and Lab Instructors

Course Code	Course Name	Instructor	Ratings	Replies
FEMBA 207	Competing with Digital (Spring 2021)	Sanjeev Dewan	3.7/4.0	39/53
FEMBA 290	Machine Learning for Managers (Fall 2020)	Vibhanshu Abhishek	3.9/4.0	20/31
FTMBA 270	Data Camp for Managers (Winter 2021)	Vibhanshu Abhishek	4.0/4.0	5/11
MSBA 212	Data Programming for Analytics (Fall 2023)	Tingting Nian	3.7/4.0	87/138
MSBA 273	Machine Learning Analytics (Fall 2020)	Mingdi Xin	4.0/4.0	39/52
MSBA 275	Natural Language Processing (Spring 2020)	Vibhanshu Abhishek	4.0/4.0	32/49

### Pedagogical Techniques

- Flip Classroom
- Breakout Room Discussions
- Lab Tutorials and Reviews
- Live Zoom Meetings and YouTube Recordings
- Remote Access Guidance
- In-class Quizlet Live Interaction Games
- Out-of-class Piazza and Discord Q&As

## HONORS & GRANTS

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- PolyU Startup Grant, 2025 (\$300,000)
- Merage Doctoral Fellowship, 2017-2022 (15/300)
- DTEI Pedagogical Fellowship, 2022 (\$5,000)
- Long Institute Research Grant, 2022 (\$1,000)
- Google Cloud Research Credits, 2022 (\$3,000)
- Merit Student in Leadership, 2015 (1/42)
- Guan Yi-Xian Scholarship, 2014 (¥2,000)
- Tsang Hin-Chi Scholarship, 2010-2013 (¥32,000)

## SERVICE

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- Conference Session Chair: ABF&E 2023

- Conference Discussant: ABF&E 2023
- Conference Reviewer: PACIS (2019), ICIS (2021, 2022, 2023)
- Membership: INFORMS (2017-now), AIS (2018-now), AOM (2023)
- HPC Lab Account Coordinator: UCI RCIC (2021-2023)
- College Admission Committee Member: PKU (2010-2014)

## INDUSTRY EXPERIENCE

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- CITIC Trust Co., Ltd.: *2014 Summer Intern*
- Boston Consulting Group: *2013 Part-time Intern*
- Samsung Beijing Branch: *2012 Summer Research Intern*
- Sina Weibo Data Division: *2011 Summer Data Analyst Intern*

## TOOLS

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- **Programming:** C, JAVA, PYTHON, R, JULIA, SQL, STATA, MATLAB, MATHEMATICA
- **Visualizing:** D3.JS, MATPLOTLIB, PLOTLY, PAJEK, TABLEAU, WEKA
- **Writing:** L<sup>A</sup>T<sub>E</sub>X, MARKDOWN, OFFICE365