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Education

PhD, National University of Singapore, Singapore, 2017-2022
Bachelor of Engineering, Beijing University of Posts and Telecommunications, China, 2011-2015

Academic Appointments

Postdoctoral Research Fellow, School of Computing, National University of Singapore, Singapore, 2022-2024

Academic Administrative Positions

N/A

Other Positions Held

N/A

Awards and Honors

Research Achievement Award, School of Computing, National University of Singapore, 2019.

Professional Memberships

N/A

RESEARCH**Research Interests**

Multimodal Event Forecasting, Multimedia Analysis, Recommender System

PublicationsJournal Articles [Refereed]

AttackKG+: Boosting Attack Knowledge Graph Construction with Large Language Models. Yongheng Zhang, Tingwen Du, Yunshan Ma, Xiang Wang, Yi Xie, Guozheng Yang, Yuliang Lu, Ee-Chien Chang. *Computers & Security*, 2024.

MultiCBR: Multi-view Contrastive Learning for Bundle Recommendation. Yunshan ma*, Yingzhi He*, Yinwei Wei, Xiaoyu Du, Yuyangzi Fu, Tat-Seng Chua. *ACM Transactions on Information Systems* 2024.

Enhancing Item-level Bundle Representation for Bundle Recommendation. Xiaoyu Du, Kun Qian, Yunshan Ma†, Xinguang Xiang. *ACM Transactions on Recommender Systems* 2023.

Rule-guided Counterfactual Explainable Recommendation. Yinwei Wei, Xiaoyang Qu, Xiang Wang, Yunshan Ma, Liqiang Nie, Tat-Seng Chua. *IEEE Transactions on Knowledge and Data Engineering* 2023.

Personalized Fashion Outfit Generation with User Coordination Preference Learning. Yujuan Ding, P.Y. Mok, Yunshan Ma, Yi Bin. *Information Processing and Management* 2023.

Causal Disentangled Recommendation Against User Preference Shifts. Wenjie Wang, Xinyu Lin, Fuli Feng, Yunshan Ma, Tat-Seng Chua. *ACM Transactions on Information Systems* 2023.

Modeling Instant User Intent and Content-level Transition for Sequential Fashion Recommendation. Yujuan Ding, Yunshan Ma, Wai Keung Wong, Tat-Seng Chua. *IEEE Transactions on Multimedia* 2021.

Leveraging Multiple Relations for Fashion Trend Forecasting Based on Social Media. Yujuan Ding*, Yunshan Ma*, Lizi Liao, Wai Keung Wong, Tat-Seng Chua. *IEEE Transactions on Multimedia* 2021.

Topic-Guided Relational Conversational Recommender in Multi-Domain. Lizi Liao, Ryuichi Takanobu, Yunshan Ma, Xun Yang, Minlie Huang, Tat-Seng Chua. *IEEE Transactions on Knowledge and Data Engineering* 2020.

Book Chapters

N/A

Conference Proceedings

- CIRP: Cross-Item Relational Pre-training for Multimodal Product Bundling. Yunshan Ma*, Yingzhi He*, Wenjun Zhong, Xiang Wang, Roger Zimmerman, Tat-Seng Chua. ACM Multimedia 2024.
- MM-Forecast: A Multimodal Approach to Temporal Event Forecasting with Large Language Models. Haoxuan Li, Zhengmao Yang, Yunshan Ma, Yi Bin, Yang Yang, Tat-Seng Chua. ACM Multimedia 2024.
- LARP: Language Audio Relational Pre-training for Cold-Start Playlist Continuation. Rebecca Salganik, Xiaohao Liu, Yunshan Ma†, Jian Kang, Tat-Seng Chua. ACM SIGKDD Conference on Knowledge Discovery and Data Mining 2024.
- EE-LCE: An Event Extraction Framework Based on LLM-Generated CoT Explanation. Yanhua Yu, Yuanlong Wang, Yunshan Ma, Jie Li, Kangkang Lu, Zhiyong Huang, Tat-Seng Chua. Knowledge Science, Engineering and Management 17th International Conference, KSEM 2024.
- Analyzing Temporal Complex Events with Large Language Models? A Benchmark towards Temporal, Long Context Understanding. Zhihan Zhang, Yixin Cao, Chenchen Ye, Yunshan Ma, Lizi Liao, Tat-Seng Chua. The 62nd Annual Meeting of the Association for Computational Linguistics, ACL 2024.
- Diffusion Models for Generative Outfit Recommendation. Yiyang Xu, Wenjie Wang, Fuli Feng, Yunshan Ma, Jizhi Zhang, Xiangnan He. ACM SIGIR Conference on Research and Development in Information Retrieval 2024.
- Smart Fitting Room: A One-stop Framework for Matching-aware Virtual Try-on. Mingzhe Yu, Yunshan Ma, Lei Wu, Kai Cheng, Xue Li, Lei Meng, Tat-Seng Chua. ACM International Conference on Multimedia Retrieval 2024.
- Learning to Generate Explainable Stock Predictions Using Self-reflective Large Language Models. Kelvin J.L. Koa, Yunshan Ma†, Ritchie Ng, Tat-Seng Chua. The Web Conference 2024.
- Leveraging Multimodal Features and Item-level User Feedback for Bundle Construction. Yunshan Ma, Xiaohao Liu, Yinwei Wei, Zhulin Tao, Xiang Wang, Tat-Seng Chua. ACM International Conference on Web Search and Data Mining 2024.
- Diffusion Variational Autoencoder for Tackling Stochasticity in Multi-Step Regression Stock Price Prediction. Kelvin J.L. Koa, Yunshan Ma†, Ritchie Ng, Tat-Seng Chua. ACM International Conference on Information and Knowledge Management 2023.
- Context-aware Event Forecasting via Graph Disentanglement. Yunshan Ma*, Chenchen Ye*, Zijian Wu, Xiang Wang, Yixin Cao, Tat-Seng Chua. ACM SIGKDD Conference on Knowledge Discovery and Data Mining 2023.
- FLOOD: A Flexible Invariant Learning Framework for Out-of-Distribution Generalization on Graphs. Yang Liu, Xiang Ao, Fuli Feng, Yunshan Ma, Kuan Li, Tat-Seng Chua, Qing He. ACM SIGKDD Conference on Knowledge Discovery and Data Mining 2023.
- Strategy-aware Bundle Recommender System. Yinwei Wei, Xiaohao Liu, Yunshan Ma, Xiang Wang, Liqiang Nie, Tat-Seng Chua. ACM SIGIR Conference on Research and Development in Information Retrieval 2023.
- CrossCBR: Cross-view Contrastive Learning for Bundle Recommendation. Yunshan Ma, Yingzhi He, An Zhang, Xiang Wang, Tat-Seng Chua. ACM SIGKDD Conference on Knowledge Discovery and Data Mining 2022.
- Leveraging Two Types of Global Graph for Sequential Fashion Recommendation. Yujuan Ding, Yunshan Ma, Wai Keung Wong, Tat-Seng Chua. ACM International Conference on Multimedia Retrieval 2021.
- Knowledge Enhanced Neural Fashion Trend Forecasting. Yunshan Ma*, Yujuan Ding*, Xun Yang, Lizi Liao, Wai Keung Wong, Tat-Seng Chua. ACM International Conference on Multimedia Retrieval 2020.
- Who, Where, and What to Wear? Extracting Fashion Knowledge from Social Media. Yunshan Ma, Xun Yang, Lizi Liao, Yixin Cao, Tat-Seng Chua. ACM Multimedia 2019.
- Interpretable Fashion Matching with Rich Attributes. Xun Yang, Xiangnan He, Xiang Wang, Yunshan Ma, Fuli Feng, Meng Wang, Tat-Seng Chua. ACM SIGIR Conference on Research and Development in Information

Retrieval 2019.

TransNFCM: Translation-based Neural Fashion Compatibility Modeling. Xun Yang, Yunshan Ma, Lizi Liao, Meng Wang, Tat-Seng Chua. AAAI Conference on Artificial Intelligence 2019.

Knowledge-aware Multimodal Dialogue Systems. Lizi Liao, Yunshan Ma, Xiangnan He, Richang Hong, Tat-Seng Chua. ACM Multimedia 2018.

Research Grants

N/A

TEACHING

Teaching Areas

Multimedia Analysis, Data Mining, Machine Learning

Courses Taught

Singapore Management University

Undergraduate Programmes : N/A

Postgraduate Professional Programmes : N/A

THESES AND DISSERTATIONS

Theses and Dissertations Supervised

N/A

Theses and Dissertations Assessed

N/A

EXTERNAL SERVICE – PROFESSIONAL

Volunteer Co-chair of The Web Conference 2024

Area co-chair of CCL 2023