YUNSHAN MA

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RESEARCH INTERESTS

Multimodal Event Forecasting, Recommender System, AI in Finance and Cyber Security.

EDUCATION AND RESEARCH EXPERIENCE

Singapore Management University Jan. 2025 - Present
National University of Singapore April 2022 - Dec. 2024
Postdoctoral Research Fellow at NExT++ Research Center, advisor: KITHCT Chair Prof. Tat-Seng Chua; also affiliated to National Cybersecurity R&D Laboratories, advisor: Prof. Ee-Chien Chang and Prof. Zhenkai Liang
National University of Singapore Aug. 2017 - March 2022
Ph.D. in Computer Science, Advisor: KITHCT Chair Prof. Tat-Seng Chua
Beijing University of Posts and Telecommunications Aug. 2011 - July 2015
B.E. in Communication Engineering

AWARDS

Best Paper Award on ICMR 2026 Jun. 2026

Best Paper Award on MMM 2026 Jan. 2026

Best Demo Award on MMAsia 2025 Dec. 2025

Best Paper Award on ACM ICAIF'25 Workshop on Rethinking Financial Time-Series Nov. 2025

Outstanding Paper Award on ICLR 2025 April 2025

Best Student Paper Award on ICMR 2021 Nov. 2021

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

Best Paper Finalist on ACMMM 2018 Oct. 2018

PROFESSIONAL ACTIVITIES

Organizing Commiteee:

- Local co-chair of ACM ICAIF 2025
- Open source co-chair of ACM Multimedia 2025
- Grand challenge co-chair of MMAsia 2025
- Volunteer co-chair of The Web Conf 2024
- Area Chair/SPC of CCL 2023, NLPCC 2025/26, KDD 2026

Invited Reviewer and PC Member:

- **Conferences:** SIGIR, KDD, TheWebConf, ACMMM, ICML, ICLR, NeurIPS, WSDM, AAAI, etc.
- **Journals:** TKDE, TMM, TDSC, TOIS, TORS, IP&M, TWeb, TNNLS, TIST, etc.

RELEVANT PUBLICATIONS

[1] Frozen LVLMs for Micro-Video Recommendation: A Systematic Study of Feature Extraction and Fusion. Huatuan Sun, **Yunshan Ma**, Changguang Wu, Yanxin Zhang, Pengfei Wang, Xiaoyu Du. **ICMR 2026, Best Paper**.

[2] Discrete Diffusion for Bundle Construction. Teng Tu, Ai Li, **Yunshan Ma**†, Shuo Xu, Xiaohao Liu, Haokai Ma, Liang Pang, Tat-Seng Chua. **ICLR 2026**.

[3] Integrating Symbolic and Waveform Music Into Large Language Models. Teng Tu, Xiaohao Liu, **Yunshan Ma**†, Ji Qi, Tat-Seng Chua. **MMM 2026, Best Paper**.

[4] Potent but Stealthy: Rethink Profile Pollution against Sequential Recommendation via Bi-level Constrained Reinforcement Paradigm. Jiajie Su, Zihan Nan, **Yunshan Ma**, Xiaobo Xia, Xiaohua Feng, Weiming Liu, Xiaolin Zheng, Chaochao Chen. **AAAI 2026**.

[5] Reasoning on Time-Series for Financial Technical Analysis. Kelvin J.L. Koa, Jan Chen, **Yunshan Ma**†, Huanhuan Zheng, Tat-Seng Chua. **ACM ICAIF'25 Workshop on Rethinking Financial Time-Series, Best Paper**.

[6] AttacKG+: Boosting attack 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 2025**.

[7] Website Owner Identification through Multi-level Contrastive Representation Learning. Cheng Tu, **Yunshan Ma**, Yang Li, Min Zhang, Miao Hu, Fan Shi, Xiang Wang. **TKDD 2025**.

[8] LLM2Rec: Large Language Models Are Powerful Embedding Models for Sequential Recommendation. Yingzhi He, Xiaohao Liu, An Zhang, **Yunshan Ma**, Tat-Seng Chua. **KDD 2025**.

[9] Fine-tuning Multimodal Large Language Models for Product Bundling. Xiaohao Liu, Jie Wu, Zhulin Tao, **Yunshan Ma**, Yinwei Wei, Tat-Seng Chua. **KDD 2025**.

[10] 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**.

[11] 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**. (Corresponding Author)

[12] Diffusion Variational Autoencoder for Tackling Stochasticity in Multi-step Regression Stock Price Prediction. Kelvin J.L. Koa, **Yunshan Ma**†, Ritchie Ng, Tat-Seng Chua. **CIKM 2023**. (Corresponding Author)

[13] MultiCBR: Multi-view Contrastive Learning for Bundle Recommendation. **Yunshan ma***, Yingzhi He*, Yinwei Wei, Xiaoyu Du, Yuyangzi Fu, Tat-Seng Chua. **ACM TOIS 2024**.

[14] 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**.

[15] Filter-based Stance Network for Rumor Verification. Jun Li, Yi Bin, **Yunshan Ma**, Yang Yang, Zi Huang, Tat-Seng Chua. **ACM TOIS 2024**.

[16] CrossCBR: Cross-view Contrastive Learning for Bundle Recommendation. **Yunshan Ma**, Yingzhi He, An Zhang, Xiang Wang, Tat-Seng Chua. **KDD 2022**.

[17] Leveraging Two Types of Global Graph for Sequential Fashion Recommendation. Yujuan Ding, **Yunshan Ma**, Wai Keung Wong, Tat-Seng Chua. **ICMR 2021, Best Student Paper**.

[18] Knowledge-aware Multimodal Dialogue Systems. Lizi Liao, **Yunshan Ma**, Xiangnan He, Richang Hong, Tat-Seng Chua. **ACM Multimedia 2018, Best Paper Finallist**.

[19] Alphaedit: Null-space Constrained Knowledge Editing for Language Models. Junfeng Fang, Houcheng Jiang, Kun Wang, **Yunshan Ma**, Jie Shi, Xiang Wang, Xiangnan He, Tat-Seng Chua. **ICLR 2025, Outstanding Paper**.

[20] FashionDPO: Fine-tune Fashion Outfit Generation Model using Direct Preference Optimization. Mingzhe Yu, **Yunshan Ma**, Lei Wu, Changshuo Wang, Xue Li, Lei Meng. **SIGIR 2025**.

DEMO SYSTEMS

[1] FinAlogy: A Visual Analogy Retrieval System for Financial K-Line Analysis. Xiaoyan Yu, Ziya Zhao, **Yunshan Ma**, Yifan Wei, Dianbo Sui, and Tat-Seng Chua. **ACM Multimedia 2026, just accepted**.

[2] PortfolioPilot: An Agentic Platform for Financial Portfolio Management Algorithm Development and Evaluation. Jared Chan Xu Yang, Haokai Ma, **Yunshan Ma**. **AAAI 2026**.

[3] VibeMus: Proactive Agentic System for Music Personalization. Zhiliang Guo, Teng Tu, **Yunshan Ma**, Xun Yang. **Asia MM 2025, Best Demo Award**.

[4] GenWardrobe: A Fully Generative System for Travel Fashion Wardrobe Construction. Peng Jin, Yilin Wen, Mingzhe Yu, **Yunshan Ma**, Rong Zheng, Jintu Fan, Chong Wah NGO. **ACM Multimedia 2024**.

[5] FashionReGen: LLM-Empowered Fashion Report Generation. Yujuan Ding, **Yunshan Ma**, Wenqi Fan, Yige Yao, Tat-Seng Chua, Qing Li. **The Web Conference 2024**.