Zikun Ye

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EMPLOYMENT

Michael G. Foster School of Business
University of Washington, Seattle, Washington

Assistant Professor of Marketing $\qquad$ 2023 - Present

EDUCATION

University of Illinois Urbana-Champaign, Illinois $\qquad$ 2018-2023

Ph.D., Operations Research

Shanghai Jiao Tong University, Shanghai, China $\qquad$ 2014-2018

B.S., Industrial Engineering and Mathematics (Summa cum laude)

RESEARCH INTEREST

Large Language Models; Digital Marketplace; Quantitative Marketing; Optimization; Causal Inference; Field Experiment; Machine Learning.

PUBLICATIONS

† Authors listed alphabetically. * Student advised.

1. **Zikun Ye**, Hema Yoganarasimhan, Yufeng Zheng. LOLA: LLM-Assisted Online Learning Algorithm for Content Experiments. *Marketing Science,* 2025. [Link]

   - Quantitative Marketing and Economics (QME) Conference, 2024

2. **Zikun Ye**, Zhiqi Zhang, Dennis Zhang, Heng Zhang, Renyu Zhang. Deep-Learning-Based Causal Inference for Large-Scale Combinatorial Experiments: Theory and Empirical Evidence. *Management Science,* 2025. [Link]

   - Accepted at *ACM Conference on Economics and Computation* (EC'23)
   - First Prize, INFORMS Social Media Analytics Best Student Paper Award, 2023
   - Second Prize, CSAMSE Best Paper Award, 2023

3. Xin Chen, Niao He, Yifan Hu, **Zikun Ye**†. Efficient Algorithms for a Class of Stochastic Hidden Convex Optimization and Its Applications in Network Revenue Management. *Operations Research*, 2024. [Link]

4. **Zikun Ye**, Dennis Zhang, Heng Zhang, Renyu Zhang, Xin Chen. Cold Start to Improve Market Thickness on Online Advertising Platforms: Data-Driven Algorithms and Field Experiments. *Management Science*, 2023. [Link]

   - Finalist, INFORMS RMP Section Jeff McGill Best Student Paper, 2020.

WORKING PAPERS

5. Shuai Li*, **Zikun Ye**, Xin Chen, Weijun Xie. Joint Assortment Optimization and Discrete Marketing Mix Allocation. *Minor Revision in **Manufacturing & Service Operations Management**.* [Link]

6. **Zikun Ye**, Hema Yoganarasimhan. Fair Document Valuation in LLM Summaries via Shapley Values, *under review in Management Science.* [Link]

7. Lei Wang*, **Zikun Ye**, Jinglong Zhao†. Efficient Inference Using Large Language Models with Limited Human Data: Fine-Tuning then Rectification, *under review in Management Science.* [Link]

8. **Zikun Ye**, Hema Yoganarasimhan. LLM-Augmented Market Research: An Efficient Survey Design Framework, *in preparation.*

9. **Zikun Ye**, Jiameng Lyu, Rui Tao. Online Learning Frameworks for LLM-Augmented Survey Design, *in preparation.*

10. **Zikun Ye**, Walmart Global Tech. Seller-side Outcome Fairness in Online Marketplaces. Short paper *presented at NeurIPS 2023: Algorithm Fairness Workshop.* [Link]

CONFERENCE PRESENTATIONS	Document Valuation in LLM Summaries.	
	WUSTL Marketing Junior Faculty Forum	2025
	MIT DSL	2025
	AIM 2025	2025
	ISMS 2025	2025
	LOLA: LLM-Assisted Online Learning Algorithm for Content Experiments.	
	ISMS 2024, Sydney	2024
	UW-UBC	2024
	Shanghai Jiao Tong University	2024
	WUSTL Olin Business School	2024
	QME, Stanford GSB	2024
	MarkTech, Columbia CBS	2024
	Deep-Learning-Based Causal Inference for Large-Scale Combinatorial Experiments.	
	China-India Insight Program, Hong Kong	2024
	WUSTL Olin Business School	2024
	ACM EC, London	Jul 2023
	INFORMS RMP, London, UK	Jul 2023
	MSOM Conference, Montreal, CA	Jun 2023
	POMS Annual Conference	May 2023
	2022 Conference on AI, ML, and BA, HBS	Dec 2022
	NFORMS ISMS Conference, Online	Jun 2022
	Efficient Algorithms for Minimizing Compositions of Convex Functions and Random Functions.	
	POMS Annual Conference,	May 2023
	INFORMS Annual Meeting, Indianapolis	Oct 2022
	MSOM SIG in SCM, Munich, Germany	Jun 2022
	INFORMS RMP Spotlight Session, Online	Jun 2022
	POMS Annual Conference, Online	May 2022
	Cold Start to Improve Market Thickness.	
	MSOM SIG in Service Management, Munich	Jun 2022
	INFORMS RMP Spotlight Session, Online	Jun 2022
	MIW, Online	May 2022
	POMS Annual Conference, Online	May 2022
	Cornell ORIE Young Researcher Workshop, Ithaca	Oct 2021

TEACHING EXPERIENCE	MKTG 464 Analytics for Marketing Decisions
	MKTG 564 Analytics for Marketing Decisions
	BUS AN 599 Business Analytics Practicum
	MKTG 579 Business Applications of LLMS & Generative Models
	IE 310 Deterministic Models in Optimization (UIUC)

HONORS AND AWARDS	First Prize, INFORMS Social Media Analytics Best Student Paper Award	2023
	Second Prize, CSAMSE Best Paper Award	2023
	Finalist Jeff McGill Student Paper Prize, INFORMS RMP Section	2020
	Teachers Ranked as Excellent by Students, UIUC	2022
	William A Chittenden II Award, UIUC	2021

INDUSTRY EXPERIENCE	*Research Intern*, Walmart Lab	Summer 2022
	Economist/Ops. Research Intern, Kwai Inc.	2019 - 2020
	Data Analyst Intern, Didi.com	Summer 2018

ACADEMIC SERVICES	Editorial Review Board
	- *Marketing Science*
	Referee
	- *Management Science*
	- *Operations Research*
	- *Journal of Marketing Research*
	- *Manufacturing & Service Operations Management*
	- *Production and Operations Management*
	- *Conference - EC, WWW, NeurIPS*
	Session Chair, INFORMS Annual Meeting, 2022, 2023, 2025
	Session Chair, ISMS 2025

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