

# Zikun Ye

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CONTACT	Address: 4277 NE Stevens Way, Paccar Hall 431, Seattle, WA 98195 E-mail: zikunye@uw.edu Website: <a href="http://www.zikunye.com">www.zikunye.com</a>
EMPLOYMENT	<b>Michael G. Foster School of Business</b> <b>University of Washington</b> , Seattle, Washington Assistant Professor of Marketing Sep 2023 - Present
EDUCATION	<b>University of Illinois Urbana-Champaign</b> , Illinois 2018-2023 Ph.D., Operations Research <b>Shanghai Jiao Tong University</b> , Shanghai, China 2014-2018 B.S., Industrial Engineering (Summa cum laude) B.S., Mathematics (Summa cum laude)
RESEARCH INTEREST	Digital Marketplace; Quantitative Marketing; Causal Inference; Field Experiment; Machine Learning; Optimization.
JOURNAL PUBLICATIONS	1. <b>Zikun Ye</b> , Dennis Zhang, Heng Zhang, Renyu Zhang, Xin Chen. Cold Start to Improve Market Thickness on Online Advertising Platforms: Data-Driven Algorithms and Field Experiments. <i>Management Science</i> , 2022. [Link][Code] - Finalist, INFORMS RMP Section Jeff McGill Student Paper Competition, 2020.
PAPERS UNDER REVISION OR REVIEW	2. <b>Zikun Ye</b> , Zhiqi Zhang, Dennis Zhang, Heng Zhang, Renyu Zhang. Deep Learning Based Causal Inference for Large-Scale Combinatorial Experiments: Theory and Empirical Evidence. <i>Submitted to Management Science</i> . [Link][Code] - Accepted at <i>ACM Conference on Economics and Computation (EC'23)</i> - Finalist, INFORMS Social Media Analytics Best Student Paper Award Competition, 2023 - Second Prize, CSAMSE Best Paper Award, 2023 3. Xin Chen, Niao He, Yifan Hu, <b>Zikun Ye</b> (alphabetical order). Efficient Algorithms for Minimizing Compositions of Convex Functions and Random Functions and Its Applications in Network Revenue Management. <i>Major Revision in Operations Research</i> . [Link]
CONFERENCE PRESENTATIONS	Deep Learning Based Causal Inference for Large-Scale Combinatorial Experiments. 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 INFORMS 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

**Instructor**

IE 310 Deterministic Models in Optimization (Undergrad)	Fall 2022
- Teachers Ranked as Excellent by Students	
- Overall Teaching Effectiveness 4.64/5 (Campus 90% Rank, Class size 96)	

**Guest Lecturer**

IE 516 Pricing and Revenue Management (Ph.D.)	Spring, 2022
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**Teaching Assistant**

IE 360 Facilities Planning and Design (Undergrad)	Fall 2019
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HONORS AND  
AWARDS

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

INDUSTRY  
EXPERIENCE

<i>Research Intern</i> , Walmart Lab, CA	Summer 2022
<i>Research Intern</i> , LIVAD Technologies, Turkey	Summer 2021
<i>Economist/Ops. Research Intern</i> , Kwai Inc., Beijing, China	Summer 2019 - Summer 2020
<i>Data Analyst Intern</i> , Didi.com, Beijing, China	Summer 2018

ACADEMIC  
SERVICES

Reviewer for <i>Management Science, Manufacturing &amp; Service Operations Management, Production and Operations Management</i>	
Session chair, INFORMS Annual Meeting, 2022	

Last updated: Jul 2023