

CHEN WANG

Personal Website: <https://chenwang1997.github.io/>

Email: annacwang@connect.hku.hk

Phone (WhatsApp): +852 62042350

PRESENT POSITION

The University of Hong Kong, Hong Kong *10/2021 - Present*
Ph.D. in Innovation and Information Management
Advisor: Shan Huang, Co-Advisor: Zhixi Wan

ACADEMIC QUALIFICATIONS

University of California, Berkeley, Berkeley, CA, USA *09/2019 - 12/2020*
M.Eng. in Industrial Engineering & Operations Research, Fintech
Advisor: Xin Guo

Tongji University, Shanghai, China *09/2015 - 06/2019*
B.S. in Applied Mathematics
Thesis advisor: Yu Zhang

RESEARCH INTEREST

Digital Experimentation Methods (A/B testing), Causal Inference, and the Application of AI in Marketing Decision-Making.

EXPERIENCE

Tencent Weixin/WeChat *05/2022 - Present*
Research Scientist and Collaborator Research Intern

- Long-term collaboration focusing on causal inference, experimental design, and quantitative marketing.

The University of Hong Kong
Teaching Assistant
• MSBA7025 Digital Experimentation Methods ([link to course content](#)) *Spring 2022/2023/2024*
• MSBA7027 Machine Learning *Fall 2021/2022*

Tencent Games *12/2020 - 09/2021*
Product Manager Full-time

- Worked on user growth and online advertising.

LinkedIn China *05/2020 - 08/2020*
Data Scientist Intern

Bosera Asset Management Co. *05/2018 - 08/2018*
Quantitative Analyst Intern

PUBLICATION

- [1] **Chen Wang**, Shan Huang, Shichao Han (industry author), “*Enhancing external validity in experiments with ongoing sampling*” ([link to article](#))
- Reject & Resubmit at **Marketing Science**.
 - In proceedings of the 25th ACM Conference on Economics and Computation (EC’24).
 - Implemented as an embedded function in Tencent’s experimentation system.

- [2] Shan Huang*, **Chen Wang***, Yuan Yuan*, Jinglong Zhao*, Brocco (Jingjing) Zhang (industry author), “*Estimating effects of long term treatments*” ([link to article](#))
 - **Management Science** Forthcoming.
 - In proceedings of the 24th ACM Conference on Economics and Computation (EC’23).
 - Implemented as an experiment analysis tool at Tencent and ByteDance.
 - Distributed as part of the Fast Causal Inference open-source package ([GitHub link](#)).
- [3] Michaël Karpe, Jin Fang, Zhongyao Ma*, **Chen Wang***, “*Multi-agent reinforcement learning in a realistic limit order book market simulation*” ([link to article](#))
 - In proceedings of the First ACM International Conference on AI in Finance (ICAIF’20).
- * Authorship is ordered alphabetically

RESEARCH-IN-PROGRESS

Chen Wang, Shan Huang, Shichao Han (industry author), Yong Wang (industry author), “*LLM-Driven Causal Inference: A Multi-Agent System*”

CONFERENCE PRESENTATIONS

Conference on Digital Experimentation @ MIT (CODE@MIT), Cambridge, MA, USA	<i>Oct 2024</i>
ACM Conference on Economics and Computation (EC’24), New Haven, CT, USA	<i>July 2024</i>
China India Insights Conference (CIIP), Hong Kong	<i>June 2024</i>
ACM Conference on Economics and Computation (EC’23), London, UK	<i>July 2023</i>
Data Science Summit, DataFun, Shenzhen, China	<i>Apr 2023</i>

AWARDS & GRANTS

FBE PhD Research Excellence Award, The University of Hong Kong	<i>2025</i>
Member of the Research Team, Innovation and Technology Support Program (Platform), Hong Kong Government, 1,160,000 HKD	<i>2023 – 2025</i>
Postgraduate Scholarship, The University of Hong Kong	<i>2021 – 2024</i>
FBE PhD Entrance Scholarship, The University of Hong Kong	<i>2021</i>
China Undergraduate Mathematical Contest in Modeling, 1st prize in Shanghai Division	<i>2017</i>
Outstanding Students Scholarship, Tongji University	<i>2016 & 2017</i>
National College Student Innovation Training Program, Tongji University	<i>2016 - 2018</i>
- Project: “ <i>Reconstruct the 3-D geometry according to the projection of the 2-D geometry</i> ”	

REFEREES

Prof. Shan Huang
 Marketing
 The University of Hong Kong
 Email: shanhh@hku.hk

Prof. Zhixi Wan
 Innovation & Information Management
 The University of Hong Kong
 Email: zhixiwan@hku.hk

Prof. Jinglong Zhao
 Operations & Technology Management
 Boston University
 Email: jinglong@bu.edu

Prof. Yuan Yuan
 Business Analytics
 University of California, Davis
 Email: yuyuan@ucdavis.edu