

CHEN WANG

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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

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
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The University of Hong Kong
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Prof. Jinglong Zhao
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Prof. Yuan Yuan
Business Analytics
University of California, Davis
Email: yuyuan@ucdavis.edu