Guokai Li

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📍 Dao Yuan Building, 2001 Longxiang Avenue, Shenzhen, 518172, China

🎓 Education

The Chinese University of Hong Kong, Shenzhen, Guangdong, China   Sep 2020 - present
Ph.D. Student in Data Science.
Supervisors: Zizhuo Wang & Pin Gao.

The Hong Kong University of Science and Technology, Hongkong SAR, China   Sep 2022 - Jan 2023
Visiting Postgraduate Student.

Xi'an Jiaotong University, Shaanxi, China   Aug 2016 - Jul 2020
Bachelor in Industrial Engineering.
Ranked 1st.

The University of Hong Kong, Hongkong SAR, China   Jan 2019 - Jun 2019
Exchange Student at IMSE Department.

🔖 Research Interests

I highly value and actively pursue research that is practical or insightful to industries.

- **Methodologies**: LP-based online algorithm design, approximate dynamic programming.

- **Topics**: revenue management & pricing, OM-marketing interface, sustainable operations.

🖋 Research Projects

[1] **Guokai Li**, Pin Gao, Zizhuo Wang. Optimal Emission Regulation under Market Uncertainty, Under review;

[2] **Guokai Li**, Pin Gao, Zizhuo Wang. When to Push Ads: Optimal Mobile Ad Campaign Strategy under Markov Customer Dynamics, Under review.

🪄 Teaching Experience

MAT 3007, Optimization, CUHK-Shenzhen   2022 Spring
Teaching Assistant, Eval 5.91/6.00.
Instructors: Andre Milzarek, Zizhuo Wang, Haoxiang Yang.
Undergraduate course.

CSC 4120, Design and Analysis of Algorithms, CUHK-Shenzhen   2021 Fall
Leading Teaching Assistant, Eval 5.86/6.00.
Instructor: Costas Courcoubetis.
Undergraduate course.

STA 4001, Stochastic Processes, CUHK-Shenzhen   2021 Spring
Teaching Assistant, Eval 5.80/6.00.
Instructor: Hailun Zhang.
Undergraduate course.

MFE 5130, Financial Derivatives, CUHK-Shenzhen   2020 Fall
Teaching Assistant.
Instructor: Philip Leung.
Core course for MSc. in Financial Engineering.

☕ Presentations

When to Push Ads: Optimal Mobile Ad Campaign Strategy under Markov Customer Dynamics

- POMS-China Meeting, Hangzhou, Jul 2023.
- POMS-HK Meeting, Hong Kong, Jan 2023.
- INFORMS Revenue Management and Pricing Section Conference, Jun 2022 (online).

Optimal Emission Regulation under Market Uncertainty

- POMS-China Meeting, July 2022 (online).
- POMS-HK Meeting, Jan 2022 (online).

💼 Work Experience

Cardinal Operations	Shanghai, China
Intern, Algorithm	Jun 2023-Sep 2023 (expected)
Yeejoin Technology Development Company	Shaanxi, China
Intern, Algorithm Development	Sep 2019-Dec 2019
Shaanxi Hande Axle Company	Shaanxi, China
Intern, Industrial Engineering	Jun 2019-Jul 2019

</> Computer Skills

Python (familiar with numpy, pandas and scrapy packages), LaTeX, MySQL, MATLAB, Tableau, C++, Microsoft Office.

🏆 Honors and Awards

Ph.D. Presidential Fellowship, CUHK-Shenzhen	2020-2025
Outstanding Prize in XJTU Tengfei Cup Extracurricular Science and Technology Works Competition	2019
National Training Program of Innovation and Entrepreneurship for Undergraduates (Excellent Project)	2019
First prize in Chinese Undergraduate Mathematical Contest in Modeling (Shaanxi Province)	2017
School-level First-class Scholarship, XJTU	2016-2018

◉ Miscellaneous

I like comic dialogue, "相声" in Chinese, and used to be the vice president of Boya Crosstalk Community (博雅曲艺社) at XJTU.

Last Update: Jun 2023