

# Zikun Ye

---

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	2023 - Present
EDUCATION	<b>University of Illinois Urbana-Champaign</b> , Illinois Ph.D., Operations Research <b>Shanghai Jiao Tong University</b> , Shanghai, China B.S., Industrial Engineering and Mathematics (Summa cum laude)	2018-2023 2014-2018
RESEARCH INTEREST	Large Language Models; Digital Marketplace; Quantitative Marketing; Optimization; Causal Inference; Field Experiment; Machine Learning.	
PUBLICATIONS	<ol style="list-style-type: none"><li>1. <b>Zikun Ye</b>, Hema Yoganarasimhan, Yufeng Zheng. LOLA: LLM-Assisted Online Learning Algorithm for Content Experiments. <i>Marketing Science</i>, 2025. [Link]<ul style="list-style-type: none"><li>- Quantitative Marketing and Economics (QME) Conference, 2024</li></ul></li><li>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>Management Science</i>, 2025. [Link]<ul style="list-style-type: none"><li>- Accepted at <i>ACM Conference on Economics and Computation</i> (EC'23)</li><li>- First Prize, INFORMS Social Media Analytics Best Student Paper Award, 2023</li><li>- Second Prize, CSAMSE Best Paper Award, 2023</li></ul></li><li>3. Xin Chen, Niao He, Yifan Hu, <b>Zikun Ye</b> (major contributor, alphabetical). Efficient Algorithms for a Class of Stochastic Hidden Convex Optimization and Its Applications in Network Revenue Management. <i>Operations Research</i>, 2024. [Link]</li><li>4. <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>, 2023. [Link]<ul style="list-style-type: none"><li>- Finalist, INFORMS RMP Section Jeff McGill Best Student Paper, 2020.</li></ul></li></ol>	

WORKING PAPERS \* indicates student advised.

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 Second Prize, CSAMSE Best Paper Award Finalist Jeff McGill Student Paper Prize, INFORMS RMP Section Teachers Ranked as Excellent by Students, UIUC William A Chittenden II Award, UIUC	2023 2023 2020 2022 2021
INDUSTRY EXPERIENCE	<i>Research Intern</i> , Walmart Lab <i>Economist/Ops. Research Intern</i> , Kwai Inc. <i>Data Analyst Intern</i> , Didi.com	Summer 2022 2019 - 2020 Summer 2018
ACADEMIC SERVICES	Editorial Review Board - <i>Marketing Science</i> Referee - <i>Management Science</i> - <i>Operations Research</i> - <i>Manufacturing &amp; Service Operations Management</i> - <i>Production and Operations Management</i> - <i>Conference - EC, WWW, NeurIPS</i> Session Chair, INFORMS Annual Meeting, 2022, 2023, 2025 Session Chair, ISMS 2025	

Last updated: Jan. 2026