

CONTACT  
INFORMATION

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RESEARCH  
INTERESTS

online marketplaces, revenue management and pricing, video game analytics, social operations management, customer choice modelling

## EDUCATION

**Columbia University** New York, NY  
Ph.D. Candidate in Operations Research (expected) Jun 2022  
• Advisor: Adam Elmachtoub  
M.S. in Operations Research Feb 2018  
**University of International Business and Economics** Beijing, China  
B.S. in Financial Engineering Jun 2016

## WORKING PAPERS

“Matchmaking Strategies for Maximizing Player Engagement in Video Games”, with Mingliu Chen and Adam Elmachtoub. *Major revision at **Operations Research***.  
• Accepted to The 23th ACM Conference on Economics and Computation (EC’22).

“Herdng, Learning and Incentives for Online Reviews”, with Rajeev Kohli and Yeqing Zhou.

## PUBLISHED PAPERS

“Price Discrimination with Fairness Constraints”, with Maxime Cohen and Adam Elmachtoub. *Management Science*, *forthcoming*.

- Spotlight presentation at INFORMS RMP Conference 2021.
- Accepted to The ACM Conference on Fairness, Accountability, and Transparency (FAccT’21).
- Oral presentation at The 4th Workshop on Mechanism Design for Social Good (MD4SG’20).

“Loot Box Pricing and Design”, with Ningyuan Chen, Adam Elmachtoub and Michael Hamilton. *Management Science* (2021).

- Third Prize, Chinese Scholars Association for Management Science and Engineering (CSAMSE) Best Paper Award 2021.
- First Place, 2019 IBM Best Student Paper Award (INFORMS Service Science).
- Accepted to The 21th ACM Conference on Economics and Computation (EC’20).
- Invited to present at the Federal Trade Commission (FTC) Workshop on Consumer Issues Related to Loot Boxes, 2019 (one of four research papers selected).

“Pricing of Reusable Resources under Ambiguous Distributions of Demand and Service Time with Emerging Applications”, joint with Vinh Xuan Doan and Siqian Shen. *European Journal of Operational Research* (2020).

“Dynamic Pricing and Learning with Competition: Insights from the Dynamic Pricing Challenge at the 2017 INFORMS RM & Pricing Conference”, with Ruben van de Geer, Arnoud V. den Boer, Christopher Bayliss, Christine S. M. Currie, Andria Ellina, Malte Esders, Alwin Haensel, Kyle D. S. Maclean, Antonio Martinez-Sykora, Asbjørn Nilsen Riseth, Fredrik Ødegaard and Simos Zachariades. *Journal of Revenue and Pricing Management* (2019).

“Stochastic Maximum Flow Interdiction Problems under Heterogeneous Risk Preferences”, with Siqian Shen and Yongjia Song. *Computers & Operations Research* (2018).

HONORS AND  
AWARDS

*Third Prize*, Chinese Scholars Association for Management Science and Engineering (CSAMSE) Best Paper Award, 2021

Cheung-Kong Innovation Doctoral Fellowship (for research in new economy), 2021

Columbia Deming Doctoral Fellowship (for data-driven research), 2020

*First Place*, IBM Best Student Paper Award (INFORMS Service Science), 2019

*First Place*, Dynamic Pricing Challenge of INFORMS RMP Conference, 2017

TEACHING  
EXPERIENCE

**Columbia University**

*Instructor*

- Graph Theory by Example, Columbia Science Honors Program: Fall 2020, Spring 2021

*Teaching Assistant*

- IEOR 4701 Stochastic Models for Financial Engineering (core course for MS in Financial Engineering): Spring 2021
- IEOR 4650 Business Analytics (core course for MS in Business Analytics): Fall 2020
- IEOR 4004 Optimization Models and Methods (core course for MS in Operations Research): Fall 2018.
- DROM 8816 Quantitative Pricing and Revenue Analytics (elective for MBA): Fall 2018.

PROFESSIONAL  
EXPERIENCE

**Activision Blizzard**

*Data Science Intern*

New York, NY

Summer 2020

**KPMG Consulting**

*Consultant*

Beijing, China

Summer 2018

ACADEMIC  
SERVICES

Ad-hoc reviewer for *Management Science*, *Operations Research*, *Manufacturing & Service Operations Management*, *Production and Operations Management*, *European Journal of Operational Research*.

Program Committee Member for *Fairness, Accountability, and Transparency (FAccT)* (2022).

INVITED TALKS

**Video Game Analytics**

- Lee Kong Chian School of Business, Singapore Management University Feb 2022
- Department of System Engineering and Engineering Management, CUHK Feb 2022
- School of Data Science, CUHK-Shenzhen Feb 2022
- HKU Business School, University of Hong Kong Feb 2022
- NUS Business School, National University of Singapore Feb 2022
- Naveen Jindal School of Management, UT Dallas Feb 2022
- New York University Shanghai Jan 2022
- Ross School of Business, University of Michigan, Ann Arbor Jan 2022
- MIT Sloan School of Management Jan 2022
- Department of Industrial Engineering and Decision Analytics, HKUST Dec 2021
- The Wharton School of the University of Pennsylvania Dec 2021
- HKUST Business School, HKUST Dec 2021

### **Matchmaking Strategies for Maximizing Player Engagement in Video Games**

- Riot Games, virtual Nov 2021
- Activision, Santa Monica, CA Nov 2021
- NetEase Games (Thunder Fire UX Research Center), Hangzhou, China Jul 2021
- ByteDance (Nuverse Games), Beijing, China May 2021

### **Loot Box Pricing and Design**

- CSAMSE Annual Conference Jul 2021
- INFORMS Revenue Management & Pricing Conference Jun 2021
- MSOM Annual Conference Jun 2021
- Trans-Atlantic Doctoral Conference, London Business School May 2021
- The 21th ACM Conference on Economics and Computation (EC'20) Jul 2020
- Tsinghua University, School of Economics and Management, Beijing, China Dec 2019
- INFORMS Annual Conference, Seattle, WA Oct 2019

### **Price Discrimination with Fairness Constraints**

- INFORMS Revenue Management & Pricing Conference Jun 2021
- MSOM Annual Conference Jun 2021
- POMS Annual Conference Apr 2021
- Tsinghua University, School of Economics and Management, Beijing, China Mar 2021
- The 4th ACM Conference on Fairness, Accountability, and Transparency (FAccT'21) Mar 2021
- INFORMS Annual Conference, virtual Nov 2020
- The 4th Workshop on Mechanism Design for Social Good (MD4SG'20) Aug 2020
- INFORMS Annual Conference, Seattle, WA Oct 2019

### **A Choice Modelling Framework for Service Time Windows**

- INFORMS Annual Conference, Seattle, WA Oct 2019
- MSOM Annual Conference, Singapore Jul 2019
- INFORMS Revenue Management & Pricing Conference, Palo Alto, CA Jun 2019
- POMS Annual Conference, DC May 2019
- INFORMS Annual Conference, Phoenix, AZ Nov 2018

### **COMPUTER SKILLS**

- Scientific Computing: R, Python, Matlab.
- Software and Tools: Gurobi, CPLEX.
- Others: Latex, HTML, SQL.