

Zhikun Lu

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Education

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| Ph.D. in Operations Management , Goizueta Business School, Emory University
Doctoral coursework in economics from 2018 to 2021; transferred to the business school in 2021 | 2021 – 2025 |
| M.A. in Economics , China Center for Economic Research, Peking University | 2015 – 2018 |
| B.A. in Law , Shanghai University of Finance and Economics | 2010 – 2014 |

Research Expertise

Operations Management, Causal Machine Learning, Causal Inference and Econometrics, Causal Reinforcement Learning, Causality-Driven Decisions, Identify-then-Optimize Modeling, Uplift Modeling

Honors and Awards

- 2nd Place, 2024 POMS College of Supply Chain Management Student Paper Competition
– “The Value of Last-mile Delivery in Online Retail”
- Finalist, 2023 MSOM Student Paper Competition
– “Sooner or Later? Promising Delivery Speed in Online Retail”
- Winner, 2021 ICIS Best Paper in Track Award (Digital and Mobile Commerce)
– “Sooner or Later? Promising Delivery Speed in Online Retail”

Research

PUBLICATION

- Cui, Ruomeng, Zhikun Lu, Tianshu Sun, and Joseph M. Golden, 2024. “Sooner or Later? Promising Delivery Speed in Online Retail.” *Manufacturing & Service Operations Management*, 26(1), pp.233-251.
- Fohlin, Caroline, and Zhikun Lu, 2021. “How Contagious Was the Panic of 1907? New Evidence from Trust Company Stocks.” *AEA Papers and Proceedings*, 111: 514-19.

WORKING PAPERS

- Zhikun Lu, Ruomeng Cui, Tianshu Sun, and Lixia Wu, 2023. “The Value of Last-mile Delivery in Online Retail.” Major revision at *Management Science*.
- Caroline Fohlin, Zhikun Lu, and Nan Zhou, 2023. “Short Sale Bans May Improve Market Quality During Crises: New Evidence from the 2020 Covid Crash.”
- Kaiji Chen, Yuxuan Huang, Xuewen Liu, Zhikun Lu, and Yong Wang, 2024. “Preferential Credit Policy with Sectoral Markup Heterogeneity.” Under review.

Industry Experience

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| Data Science Intern at Tencent, Palo Alto, CA
– Build and implement causal machine/deep/reinforcement learning models for causality-driven decisions, improving user engagement in a dynamic context at Tencent IEGG’s Advanced Data Group | Jan 2024 – Jul 2024 |
| Applied Scientist Intern at Amazon, Bellevue, WA
– Develop identify-then-optimize models using causal machine learning and optimization to drive Amazon’s inventory placement decisions at the Supply Chain Optimization Technology (SCOT) group | May 2023 – Sep 2023 |

Academic Consultant at Cainiao, Alibaba Group, Remote Aug 2022 – Present

Algorithm Engineer Intern at Cainiao, Alibaba Group, Hangzhou, China Jun 2021 – Aug 2022

- Evaluate the value of last-mile delivery; work with the CFO office on a special report which was presented to the CFO of Alibaba; results cited by the CEO of Cainiao in his annual public speech
- Design and implement large-scale field experiments to improve operational decisions; use causal machine learning and optimization algorithms to design optimal targeting policies
- Over one year of full-time, on-site consulting experience at Cainiao’s AI Department to support various operations teams; using data-driven models to simulate last-mile delivery cost, enhance customer experience, assess online advertisement impacts, quantify the market potential of new business models, etc.

Alibaba Innovative Research Program, Alibaba DAMO Academy, Remote Jun 2020 – May 2021

- Develop and evaluate causal inference and machine learning models that combines observational and experimental data; offer personalized coupon targeting strategies

Presentations

Wharton Empirical Operations Management Workshop (2023, 2020); INFORMS Annual Meeting (2024, 2023, 2022, 2020); POMS Conference (2024, 2022); Conference on Information Systems and Technology (2022, 2021); American Economic Association Annual Meeting (2021); International Conference on Information Systems (2021)

Professional Service

Session chair for INFORMS Annual Meeting (Causal Machine Learning in OM, 2023, 2024);
 Judge for the INFORMS BOM Best Working Paper Competition 2022, 2023;
 Referee for *Manufacturing & Service Operations Management*, MSOM SIG Conference

Teaching Experience

EMORY UNIVERSITY: Principle of Macroeconomics (ECON 112, UG, co-teach & head TA, 2020 & 2021); Process and Systems Management (ISOM 551, MBA, TA, 2020 & 2021); Machine Learning II (ISOM 676, MSBA, TA, 2023)

PEKING UNIVERSITY: Monetary Theory (UG, TA, 2016); Macroeconomic Theory (UG, head TA, 2016); Advanced Topics in Economic Growth (PhD, guest lecture, 2019); Advanced Macroeconomics I (PhD, guest lecture, 2019)

Skills

Python (Scikit-learn, PyTorch, Jax, NumPy, SciPy, Pandas, etc.), SQL, R, Stata, Julia, MATLAB, Mathematica

Selected Training

UDACITY NANODEGREES (project reports and code available at [GitHub](#))

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|-------------------------------------|-------------------|---------------------------------|
| [1] Machine Learning – Introduction | [2] Data Analyst | [3] AI Programming with Python |
| [4] Machine Learning Engineer | [5] Deep Learning | [6] Deep Reinforcement Learning |