

Zhikun Lu

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Education

Ph.D. in Business, Goizueta Business School, Emory University	2021 – 2025
Doctoral Coursework in Economics, Emory University	2018 – 2021
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

Academic Appointment

Assistant Professor of Operations and Business Analytics, New York University Shanghai	Fall 2025 –
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Industry Experience

Academic Consultant at Alibaba Cainiao	Aug 2022 –
Data Scientist Intern at Tencent IEG, Palo Alto, CA	Jan 2024 – Jul 2024
Applied Scientist Intern at Amazon SCOT, Bellevue, WA	May 2023 – Sep 2023
Algorithm Engineer Intern at Alibaba Cainiao, Hangzhou, China	Jun 2021 – Aug 2022

Honors and Awards

1. Finalist, 2025 POMS College of Service Operations Best Student Paper Competition
– “The Value of Last-mile Delivery in Online Retail”
2. Runner-up, 2024 POMS College of Supply Chain Management Best Student Paper Competition
– “The Value of Last-mile Delivery in Online Retail”
3. Finalist, 2023 MSOM Student Paper Competition
– “Sooner or Later? Promising Delivery Speed in Online Retail”
4. Winner, 2021 ICIS Best Paper in Track Award (Digital and Mobile Commerce)
– “Sooner or Later? Promising Delivery Speed in Online Retail”

Research Expertise

TOPICS: Digital Platforms, Online Retail, Logistics and Supply Chains

METHODOLOGIES: Causality-Driven Decision Making, Causal Machine Learning, Identify-then-Optimize, Causal Inference and Econometrics, Structural Modeling and Estimation

Research

DATA SCIENCE AND OPERATIONS

1. 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.
2. Zhikun Lu, Ruomeng Cui, Tianshu Sun, and Lixia Wu, 2023. “The Value of Last-mile Delivery in Online Retail.” *Major Revision at Management Science*
3. Zhikun Lu, Wenchang Zhang, and Ruomeng Cui, 2023. “Food Delivery Platform Expansion Strategies: A Structural Approach.”

4. Zhikun Lu, Ruomeng Cui, and Yang Su, 2024. “Incentives in Online Gaming: Optimal Policy Design with Dynamic Causal Machine Learning.”

ECONOMICS AND FINANCE

5. 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.
6. Caroline Fohlin, Zhikun Lu, and Nan Zhou, 2022. “Short Sale Bans May Improve Market Quality During Crises: New Evidence from the 2020 Covid Crash.”
7. Kaiji Chen, Yuxuan Huang, Xuwen Liu, Zhikun Lu, and Yong Wang, 2024. “Preferential Credit Policy with Sectoral Markup Heterogeneity.” *Revise & Resubmit*
8. Xi Li, Xuwen Liu, Zhikun Lu, and Yong Wang, 2024. “A Model of Chinas Economic Vertical Structure.” *Revise & Resubmit*

Invited Seminar

NYU Stern School of Business (2025); Rutgers Business School (2025); CUHK Business School (2024); Wisconsin School of Business (2024); HKU Business School (2024)

Conference

Wharton Empirical Operations Management Workshop (2023, 2020); INFORMS Annual Meeting (2025, 2024, 2023, 2022, 2020); POMS Conference (2025, 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, 2025);
 Paper evaluation for the INFORMS BOM Best Working Paper Competition 2022, 2023, 2024;
 Referee for *Manufacturing & Service Operations Management*, *Production and Operations Management*, *MSOM SIG*

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