

## Pan Li

44 West 4<sup>th</sup> Street, New York, NY 10012 • [pli2@stern.nyu.edu](mailto:pli2@stern.nyu.edu)

### EDUCATION

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**New York University, Stern School of Business** New York, NY  
Ph.D. in Information System (Expected) May 2023  
Advisor: Alexander Tuzhilin

**University of Science and Technology of China** Anhui, China  
B.S., Mathematics & Computer Science (Special Class for the Gifted Young) June 2017

### INDUSTRY EXPERIENCE

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Visiting Researcher, Google Brain 2022-2023  
Research Intern, Alibaba Inc. 2019; 2020-2021  
Research Intern, Baidu Inc. 2016-2017

### RESEARCH INTERESTS & METHODOLOGY

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- Personalization Techniques: Deep Learning & Recommender System
- Quantitative Marketing: Consumer Behavior Modeling
- Causal Inference: Online Controlled Experiment
- Data Mining: Natural Language Processing & Computer Vision

### JOURNAL PUBLICATIONS

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[1] **Pan Li**, Brian Brost, Alexander Tuzhilin, “Adversarial Learning for Cross-Domain Recommendations”, Forthcoming at *ACM Transactions on Intelligent Systems and Technology (TIST)* (2022)

[2] **Pan Li**, Alexander Tuzhilin, “Dual Metric Learning for Effective and Efficient Cross-Domain Recommendations”, Forthcoming at *IEEE Transactions on Knowledge and Data Engineering (TKDE)* (2021)

[3] **Pan Li**, Alexander Tuzhilin, “Learning Latent Multi-Criteria Ratings from User Reviews for Recommendations”, Forthcoming at *IEEE Transactions on Knowledge and Data Engineering (TKDE)* (2020)

[4] **Pan Li**, Alexander Tuzhilin, “Latent Unexpected Recommendations”, *ACM Transactions on Intelligent Systems and Technology (TIST)*, 11(6), pp.1-25 (2020)

[5] Chen Zhu, Hengshu Zhu, Hui Xiong, Chao Ma, Fang Xie, Pengliang Ding, **Pan Li**, “Person-Job Fit: Adapting the Right Talent for the Right Job with Joint Representation Learning”, *ACM Transactions on Management Information Systems (TMIS)* 9, no. 3: 1-17 (2018)

### JOURNAL PAPERS UNDER REVIEW

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[1] **Pan Li**, Alexander Tuzhilin, “When Variety-Seeking Meets Unexpectedness: Incorporating Variety-Seeking Behavior into Design of Unexpected Recommender Systems” Under Third-Round Review at *Information System Research (ISR)* (after Major Revision)

[2] **Pan Li**, Alexander Tuzhilin, “Exploring and Exploiting Consumer Preferences through Deep Reinforcement Learning and Latent Trajectory Modeling in Recommender Systems” Under Second-Round Review at *Management Information System Quarterly (MISQ)* (after Major Revision)

[3] Moshe Unger, **Pan Li**, Maxime Cohen, Brian Brost, Alexander Tuzhilin, “Deep Multi-Objective Multi-Stakeholder Music Recommendation”, Under Second-Round Review at *Information System Research (ISR)* (after Major Revision)

[4] **Pan Li**, Alexander Tuzhilin, “Killing Two Birds with One Stone: Deep Reinforcement Learning for Optimizing Multiple Objectives in Recommender System”, Reject and Resubmit at *Information System Research (ISR)*

[5] Moshe Unger, **Pan Li**, Shahana Sen, Alexander Tuzhilin, “Reconstructing Universal Embeddings of Customers from Domain-Specific Embeddings”, Under First-Round Review at *ACM Transactions on Management Information Systems (TMIS)*.

## WORKING PAPERS

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[1] **Pan Li**, Alexander Tuzhilin, “I want to know more!”: Measuring the Impact of Triggering Consumer Curiosity in Recommender System”, to be submitted to *Marketing Science (MKSC)*

[2] **Pan Li**, Ying Yang, Maofei Que, Ping Yang, Alexander Tuzhilin, “Dual Contrastive Learning for Efficient Static Feature Representation in Recommender System”, to be submitted to *Marketing Science (MKSC)*

## TOP-TIER CONFERENCE PUBLICATIONS

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[1] **Pan Li**, Zhichao Jiang, Maofei Que, Yao Hu, Alexander Tuzhilin, “Dual Attentive Sequential Learning for Cross Domain Click-Through Rate Prediction”, Proceedings of the 27th ACM SIGKDD International Conference on Knowledge Discovery and Data Mining (**KDD 2021**)  
*Full Paper with Oral Presentation; Acceptance Rate: 15.4%*

[2] **Pan Li**, Maofei Que, Zhichao Jiang, Yao Hu, Alexander Tuzhilin, “PURS: Personalized Unexpected Recommender System for Improving User Satisfaction”, Proceedings of the 14th ACM Conference on Recommender System (**RecSys 2020**)  
*Full Paper with Oral Presentation; Acceptance Rate: 18%*

[3] **Pan Li**, Alexander Tuzhilin, “DDTCDR: Deep Dual Transfer Cross Domain Recommendation”, Proceedings of the 13th International Conference on Web Search and Data Mining (**WSDM 2020**)  
*Full Paper with Oral Presentation; Acceptance Rate: 15%*

[4] **Pan Li**, Alexander Tuzhilin, “Towards Controllable and Personalized Review Generation”, Proceedings of the 2019 Conference on Empirical Methods in Natural Language Processing (**EMNLP 2019**)

*Full Paper with Poster Presentation; Acceptance Rate: 24.6%*

[5] **Pan Li**, Alexander Tuzhilin, “Latent Multi-Criteria Ratings for Recommendations”, Proceedings of the 13th ACM Conference on Recommender Systems (**RecSys 2019**)

*Short Paper with Poster Presentation; Acceptance Rate: 19%*

[6] **Pan Li**, Alexander Tuzhilin, “Latent Modeling of Unexpectedness for Recommendations”, Proceedings of the 13th ACM Conference on Recommender Systems (**RecSys 2019**)

*Late-Breaking Result Track Paper with Poster Presentation; Acceptance Rate: 31%*

[7] Tong Xu, Hengshu Zhu, Chen Zhu, **Pan Li**, Hui Xiong, “Measuring the popularity of job skills in recruitment market: A multi-criteria approach”, Proceedings of Thirty-Second AAAI Conference on Artificial Intelligence (**AAAI 2018**)

*Full Paper with Poster Presentation; Acceptance Rate: 24.6%*

## TEACHING EXPERIENCE

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### New York University

New York, NY

*Instructor, Data Science for Business*

Summer 2022

- Interactive teaching with a combination of lectures, hands-on sessions and case studies
- 17 students enrolled (undergraduate-level)

### New York University

New York, NY

*Teaching Fellow, Introduction to AI & Its Applications in Business*

Spring 2020, Spring 2021

- Co-design the class materials, homework assignments and final project with the instructor
- Lead of the lab session for 60 students (MSBA and MBA-level)

## INVITED TALKS

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[1] “Recent Progress on Consumer Exploration”, Invited Industry Talk at Google Brian

[2] “I want to know more!”: Measuring the Impact of Triggering Consumer Curiosity in Recommender System”, ISMS Marketing Science Conference 2022, Virtual (**ISMS 2022**)

[3] “Reconstructing Universal Embeddings of Customers from Domain-Specific Embeddings”, ISMS Marketing Science Conference 2022, Virtual (**ISMS 2022**)

[4] “Dual Learning and Cross-Domain Recommender Systems”, Invited Industry Talk at TikTok/ByteDance

[5] “Exploring and Exploiting Consumer Preferences through Deep Reinforcement Learning and Latent Trajectory Modeling in Recommender Systems”, The 31st Workshop on Information Technology and Systems, Austin, TX (**WITS 2021 Doctoral Consortium**)

[6] “Multi-Faceted Consumer Preferences: Incorporating Unexpectedness and Cross-Domain Information into Design of Recommender System”, The 31st Workshop on Information Technology and Systems, Austin, TX (**WITS 2021**)

[7] “Unexpectedness in Recommender Systems”, Invited Industry Talk at Google Brian

[8] “Leveraging Multi-Faceted User Preferences for Improving Click-Through Rate Predictions” ACM Conference on Recommender Systems, Virtual (**RecSys 2021 Doctoral Consortium**)

[9] “When Variety-Seeking Meets Unexpectedness: Incorporating Variety-Seeking Behavior into Design of Unexpected Recommender Systems”, Conference on Information Systems and Technology 2021, Anaheim, CA (**CIST 2021**)

[10] “Incorporating Dual Metric with Sequential Learning for Cross-Domain Recommendations”, Conference on Information Systems and Technology 2021, Anaheim, CA (**CIST 2021**)

[11] “When Variety-Seeking Meets Unexpectedness: Incorporating Variety-Seeking Behavior into Design of Unexpected Recommender Systems”, ISMS Marketing Science Conference 2021, Virtual (**ISMS 2021**)

[12] “Adversarial Learning for Cross-Domain Recommendations”, The 30th Workshop on Information Technology and Systems, Virtual (**WITS 2020**)

[13] “Will Unexpectedness Help Recommendations and When: Evidence from A Large-Scale Online Controlled Experiment”, Conference on Information Systems and Technology 2020, Virtual (**CIST 2020**)

[14] “Dual Learning for Cross-Domain Recommendations: Improving Efficiency and Effectiveness of Recommender Systems”, Conference on Information Systems and Technology 2020, Virtual (**CIST 2020**)

[15] “Hybrid Utility Function for Unexpected Recommendations”, International Conference on Web Search and Data Mining, Houston, TX (**WSDM 2020 Doctoral Consortium**)

## **AWARDS**

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NYU Fubon Doctoral Fellowship	2022-2023
INFORMS Marketing Science Doctoral Consortium	2022
WITS Best Dissertation Award	2021
WITS Best Student Paper Runner-Up Award	2021
SIGIR Travel Award	2020
NYU Stern PhD Fellowship	2017-2022

## **ACADEMIC SERVICE**

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**Program Committee:** INFORMS Workshop on Data Science, ACM Conference on Recommender System, Empirical Methods in Natural Language Processing

**Invited Reviewer:** Management Science, IEEE TKDE, ACM TIST, ACM TMIS, IEEE Intelligent System, ACL, EMNLP, ICIS, CIST, WITS

## **SELECTED COURSEWORK**

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- Research Seminar in Data Science (by Foster Provost)
- Doctoral Seminar in Digital Economics (by Arun Sundararajan)
- Research Seminar in IT & Organizations: Social Perspectives (by Natalia Levina)
- Causal Inference (by Jennifer Hill)
- Econometrics I & II (by William Greene)
- Deep Reinforcement Learning (by Lerrel Pinto)
- Convex Optimization (by Jiawei Zhang)
- Stochastic Calculus (by Paul Bourgade)
- High Performance Machine Learning (by Alessandro Morari)

## **REFERENCES**

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### **Alexander Tuzhilin**

New York University, Stern School of Business  
Professor, TOPS Department  
Advisor, Chair of Dissertation Committee  
44 West 4<sup>th</sup> Street, NY, 10012  
[atuzhili@stern.nyu.edu](mailto:atuzhili@stern.nyu.edu)

### **Anindya Ghose**

New York University, Stern School of Business  
Professor, TOPS Department  
Member of Dissertation Committee  
44 West 4<sup>th</sup> Street, NY, 10012  
[ag122@stern.nyu.edu](mailto:ag122@stern.nyu.edu)

### **Hui Xiong**

Rutgers University  
Professor, MSIS Department  
Member of Dissertation Committee  
1 Washington Park, NJ, 07102  
[hxiong@rutgers.edu](mailto:hxiong@rutgers.edu)

### **Foster Provost**

New York University  
Professor, TOPS Department  
Member of Dissertation Committee  
44 West 4<sup>th</sup> Street, NY, 10012  
[fprovost@stern.nyu.edu](mailto:fprovost@stern.nyu.edu)

### **Asim Ansari**

Columbia University  
Professor, Marketing Department  
Member of Dissertation Committee  
665 West 130th Street, NY, 10012  
[maa48@gsb.columbia.edu](mailto:maa48@gsb.columbia.edu)