

Pan Li

800 W Peachtree St NW, Atlanta, GA 30332 • pan.li@scheller.gatech.edu

PROFESSIONAL EMPLOYMENT

Georgia Institute of Technology, Scheller College of Business Atlanta, GA
Assistant Professor in Information Technology Management (tenure-track) July 2023 - present

EDUCATION

New York University, Stern School of Business New York, NY
Ph.D. in Information System 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

RESEARCH INTERESTS

- Personalization, Recommender Systems and Consumer Behavior Modeling
- Artificial Intelligence, Machine Learning, Deep Learning, and NLP
- Online Controlled Experiments

INDUSTRY EXPERIENCE

Visiting Researcher, Google Brain May 2022 - Jan 2023
Research Intern, Alibaba Sep 2020 - July 2021
Research Intern, Baidu Sep 2016 - Mar 2017
Research Intern, Sinovation Ventures June 2017 - Aug 2017

JOURNAL PUBLICATIONS

[J1] **Pan Li**, Alexander Tuzhilin, “When Variety-Seeking Meets Unexpectedness: Incorporating Variety-Seeking Behavior into Design of Unexpected Recommender Systems”, Forthcoming at *Information System Research (ISR)* (2023)

[J2] **Pan Li**, Maofei Que, Alexander Tuzhilin, “Dual Contrastive Learning for Efficient Static Feature Representation in Recommender System”, Forthcoming at *IEEE Transactions on Knowledge and Data Engineering (TKDE)* (2023)

[J3] Moshe Unger, **Pan Li**, Shahana Sen, Alexander Tuzhilin, “Reconstructing Universal Embeddings of Customers from Domain-Specific Embeddings”, *ACM Transactions on Management Information Systems (TMIS)* Volume 14, Issue 2, Article No. 20, pp 1–30 (2023)

[J4] **Pan Li**, Alexander Tuzhilin, “Dual Metric Learning for Effective and Efficient Cross-Domain Recommendations”, Forthcoming at *IEEE Transactions on Knowledge and Data Engineering (TKDE)* Volume: 35 Issue: 1, pp. 321 - 334 (2023)

[J5] **Pan Li**, Brian Brost, Alexander Tuzhilin, “Adversarial Learning for Cross-Domain Recommendations”, *ACM Transactions on Intelligent Systems and Technology (TIST)* Volume 14, Issue 1, Article No. 5, pp 1–25 (2022)

[J6] **Pan Li**, Alexander Tuzhilin, “Learning Latent Multi-Criteria Ratings from User Reviews for Recommendations” , *IEEE Transactions on Knowledge and Data Engineering (TKDE)*, Volume: 34 Issue: 8, pp. 3854 - 3866 (2022)

[J7] **Pan Li**, Alexander Tuzhilin, “Latent Unexpected Recommendations”, *ACM Transactions on Intelligent Systems and Technology (TIST)*, 11(6), pp.1-25 (2020)

[J8] 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)

WORKING PAPERS & UNDER REVIEW

[W1] **Pan Li**, Alexander Tuzhilin, “A Dynamic System Framework for Modeling Consumer Trajectories and Exploring Consumer Preferences in Recommender System”, Under Review at *Information System Research (ISR)*

[W2] **Pan Li**, Jie Xu, D.J. Wu, Min Ding “When Interpretations and Predictions Help Each Other: A Novel Dual Learning Framework and Its Application in Visual Analytics”, Under Review at *Information System Research (ISR)*

[W3] **Pan Li**, Alexander Tuzhilin, “A Personalized and Contextualized Framework for Balancing Between Different Objectives in Multi-Objective Recommender Systems”, Under Review at *Management Science (MS)*

[W4] Moshe Unger, **Pan Li**, Maxime Cohen, Brian Brost, Alexander Tuzhilin, “Bridging Listeners with Artists: Deep Multi-Objective Multi-Stakeholder Music Recommendations”, Under Review at *Management Science (MS)*

[W5] **Pan Li**, Alexander Tuzhilin, “Exploring and Exploiting Consumer Preferences through Deep Reinforcement Learning and Latent Trajectory Modeling in Recommender Systems”, Under Revision for Resubmission

[W6] **Pan Li**, Alexander Tuzhilin, “I want to know more!”: Measuring the Impact of Triggering Consumer Curiosity in Recommender System”, Under Revision for Resubmission

[W7] **Pan Li**, Yuyan Wang, Ed Chi, Minmin Chen. “Modeling hierarchical User Exploration for Improving Long-Term Performance in Recommender Systems.”, In Preparation for Submission to *Marketing Science (MKSC)*

[W8] **Pan Li**, Yuyan Wang, Ed Chi, Minmin Chen. “Prompt Tuning Large Language Models on Personalized Aspect Extraction for Recommendations.”, In Preparation for Submission to *Marketing Science (MKSC)*

TOP-TIER CONFERENCE PUBLICATIONS

[C1] **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 Conference on Knowledge Discovery and Data Mining (KDD 2021)*
Full Paper with Oral Presentation; Acceptance Rate: 15.4%

[C2] **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%

[C3] **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%

[C4] **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%

[C5] **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%

[C6] **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%

[C7] 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

New York University

New York, NY

Instructor for “Data Science for Business”

Summer 2022

- Teaching Evaluation: **5.0/5.0** (instructor) **4.7/5.0** (course)
- In-person teaching based on lectures, hands-on sessions and case studies
- 15 undergraduate students enrolled

New York University

New York, NY

Teaching Fellow for “Introduction to AI & Its Applications in Business” Spring 2020, 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

[1] “Consumer Preference Exploration with Unexpected Recommender System” (**Job Talk**)

University of Hong Kong, Hong Kong University of Science and Technology, National University of Singapore, Georgia Institute of Technology, University of Washington, University of British Columbia, University of Wisconsin - Madison, University of Texas – Dallas, Southern Methodist University (October – December 2022)

[2] “Killing Two Birds with One Stone: Deep Reinforcement Learning for Optimizing Multiple Objectives in Recommender System”, *Conference on Information Systems and Technology, Indianapolis, October 2022 (CIST 2022)*

[3] “Dual Contrastive Learning for Efficient Static Feature Representation in Recommender System”, *Conference on Information Systems and Technology, Indianapolis, October 2022 (CIST 2022)*

[4] “Consumer Preference Exploration in Recommender System”, *IS Student Presentations Over the Cloud (ISPOC), Virtual, August 2022*

[5] “Recent Progress on Consumer Exploration”, *Invited Talk at Google Brian, August 2022*

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

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

[8] “Dual Learning for Cross-Domain Recommendations”, *Invited Talk at TikTok, April 2022*

[9] “Personalized Unexpected Recommender System”, *University of Texas – Austin, February 2022*

[10] “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, December 2021 (WITS 2021 Doctoral Consortium)*

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

[12] “Unexpectedness in Recommender Systems”, *Invited Talk at Alibaba, September 2021*

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

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

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

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

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

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

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

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

AWARDS

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

ACADEMIC SERVICE

Program Committee: KDD, INFORMS DS Workshop, RecSys, EMNLP, ACL, CIST, WITS

Invited Reviewer: Management Science, ISR, MISQ, IEEE TKDE, ACM TIST, ACM TMIS, IEEE Intelligent System, ACL, EMNLP, AAAI, IJCAI, ICIS, CIST, WITS