

Hannah Li

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ACADEMIC APPOINTMENTS

Columbia Business School

Assistant Professor

July '23 – Present

Massachusetts Institute of Technology

Postdoctoral Associate

Sep '22 – July '23

EDUCATION

Stanford University

Ph.D. Candidate in Operations Research (Management Science & Engineering)

June 2022

Awards: Dantzig Dissertation Award 2023, MSOM Service Management SIG Best Paper Award 2023, INFORMS DEI Best Student Paper Award 2022, RMP Jeff McGill Student Paper Award 2021 (2nd Place), Best Student Paper Award at ACM EAAMO '21, Dantzig-Lieberman Operations Research Fellowship, MS&E Department Service Award

Pomona College

2016

Bachelor of Arts in Mathematics

Thesis: The Manickam-Miklos-Singhi Conjecture in Combinatorics (*Received Distinctions*)

Relevant Coursework: Combinatorics, graph theory, discrete math, abstract algebra, Galois theory

Awards: Llewellyn Bixby Prize for Excellence in Mathematics; Phi Beta Kappa

Budapest Semester in Mathematics- Budapest, Hungary (*Received High Honors*)

2015

PAPERS

Published - Journals

- “Experimental Design in Two-Sided Platforms: An Analysis of Bias.”
 - With Ramesh Johari, Inessa Liskovich, and Gabriel Weintraub
 - Published in *Management Science* (2022)
 - Featured post on the [Management Science Blog](#)
 - Part of the winning thesis for the *INFORMS Dantzig Dissertation Award 2023*
 - *MSOM Service Management SIG Best Paper Award 2023*
 - *RMP Jeff McGill Student Paper Award (2021), 2nd Place*
 - Presented in *MSOM Service SIG 2021*
 - Presented in *Conference on Web and Internet Economics (WINE): Spotlights Beyond Wine*
 - Preliminary version presented in *ACM Conference on Economics and Computation (EC '20)*.
- “Novel Characterization and Live Imaging of Schlemm’s Canal Expressing Prox-1.”
 - With Tan Truong, Young-Kwon Hong, and Lu Chen.
 - *PLoS One*, 2014.

Published – Peer Reviewed Conferences

- “Wikipedia Contributions in the Wake of ChatGPT.”
 - With Charles Lyu, James Siderius, Daron Acemoglu, Daniel Huttenlocher, and Asu Ozdaglar.
 - Accepted to The World Wide Web Conference (WWW) 2025.
- “Interference, Bias, and Variance in Two-Sided Marketplace Experimentation: Guidance for Platforms.”
 - With Geng Zhao, Ramesh Johari, and Gabriel Weintraub.
 - Accepted to *TheWebConf (WWW) '22*.
 - Presented in *EC '20 Workshop on Design of Online Platforms*.
- “Exploration vs. Exploitation in Team Formation.”
 - With Ramesh Johari, Vijay Kamble, and Anilesh K. Krishnaswamy.
 - Accepted to *Conference on Web and Internet Economics (WINE)*, 2018.

Working Papers

- "Measuring Strategization in Recommendation: Users Adapt Their Behavior to Shape Future Content."
 - With Sarah Cen, Andrew Ilyas, Jennifer Allen, and Aleksander Madry
 - Major Revision at Management Science.
- “Standardized Tests and Affirmative Action: The Role of Bias and Variance.”
 - With Nikhil Garg and Faidra Monachau
 - Working paper, Minor Revision at *Management Science*.
 - Preliminary version accepted to *ACM Conference in Fairness, Accountability, and Transparency Conference (FAccT)*, 2021
 - INFORMS DEI Best Student Paper Award '22
 - Best Paper with a Student Presenter Award at *ACM Equity and Access in Algorithms, Mechanisms, and Optimization (EAAMO) '21*.
- “Operational Dosage: Implications of Capacity Constraints for the Design and Interpretation of Experiments.”
 - With Justin Boutilier, Jonas Jonasson, and Erez Yoeli.
 - Presented at the MIT Conference on Digital Experimentation (CODE), plenary session
 - Previously titled "Randomized Controlled Trials of Service Interventions: The Impact of Capacity Constraints."
- "When Does Interference Matter? Decision-Making in Platform Experiments."
 - With Ramesh Johari, Anushka Murthy, and Gabriel Weintraub.
 - Presented at the MIT Conference on Digital Experimentation (CODE) 2025, invited session
- "Matching of Users and Creators in Two-Sided Markets with Departures."
 - With Dan Huttenlocher, Charles Lyu, Asu Ozdaglar, and James Siderius.
- “Discretion in the Loop: Human Expertise in Algorithm-Assisted College Advising.”
 - With Kara Schectman, Ben Brandon, and Jenise Stafford, and Lydia Liu
 - Presented at the MIT Conference on Digital Experimentation (CODE) 2025
- “A Mega-Study of Digital Twins Reveals Strengths, Weaknesses and Opportunities for Further Improvement.”
 - With Tianyi Peng, George Gui, Daniel J. Merlau, Grace Jiarui Fan, Malek Ben Sliman, Melanie Brucks, Eric J. Johnson, Vicki Morwitz, Abdullah Althenayyan, Silvia Bellezza, Dante Donati, Hortense Fong, Elizabeth Friedman, Ariana Guevara, Mohamed Hussein, Kinshuk Jerath, Bruce Kogut, Akshit Kumar, Kristen Lane, Hannah Li, Patryk Perkowski, Oded Netzer, Olivier Toubia.

INDUSTRY EXPERIENCE

Vinted

Research Consultant

Launched experiments designed to reduce interference bias.

2021-2022

Common App

Volunteer Consultant

Using data science to promote equitable and accessible college education.

2021-2022

Airbnb

Data Science Intern

Implementing causal inference methods to assess marketplace features.

Jun '19 – Sep '19

Opendoor

Data Science Intern

Implementing causal inference methods to optimize real estate pricing.

Jun '18 – Sep '18

State Street Global Advisors / Worcester Polytechnic Institute

Math Finance Intern/Researcher

Developing liquidity metrics to assess financial portfolio risk.

May '14– Aug '14

TEACHING

Columbia Business School

- MBA Operations Management
- PhD – Generative AI: Technical and Social

AWARDS AND RECOGNITION

- Finalist, Management Science Best Paper Prize 2025
- INFORMS Dantzig Dissertation Award (2023) for the “best dissertation in any area of operations research and the management sciences that is innovative and relevant to practice”
- INFORMS MSOM Service Management SIG Best Paper Award (2023)
- INFORMS DEI Best Student Paper Award (2022), inaugural award
- INFORMS RMP Jeff McGill Student Paper Award (2021), 2nd place
- *ACM EAAMO* Best Student Paper Award '21
- Dantzig-Lieberman Operations Research Fellowship (Stanford University)
- Management Science & Engineering Department Service Award (Stanford University)
- Llewellyn Bixby Prize for excellence in mathematics (Pomona College)
- Phi Beta Kappa
- National Merit Scholar

SERVICE AND OUTREACH

Journal reviewing

- *Management Science*
- *Operations Research*
- *Econometrica*
- *Journal of the Royal Statistical Society, Series B*
- *Journal of Causal Inference*
- *Marketing Science*
- *Publications of the National Academy of Sciences (PNAS)*

Conference and workshop reviewing

- *MSOM Technology, Innovation, and Entrepreneurship Special Interest Group (SIG) review committee 2025*
- *MSOM Service Management Special Interest Group (SIG) review committee 2024, 2025*
- *Manufacturing and Service Operations Management (MSOM) Conference*
- *International Conference on Computational Social Science (IC2S2)*
- *Workshop on Platform Analytics (WoPA)*
- *MIT Conference on Digital Experimentation (CODE)*
- *Conference on Web and Internet Economics (WINE)*
- *TheWebConf*
- *ACM Conference on Fairness, Accountability, and Transparency (FAccT)*
- *ACM Conference on Economics and Computation (EC)*
- *ACM Conference on Equity and Access in Algorithms, Mechanisms, and Optimization (EAAMO)*
- *EC'21 Operations of People-Centric Systems Workshop*

Award committees

- *MSOM Student Paper Competition 2025*
- *INFORMS 2025 Behavioral Operations Management (BOM) Best Paper Prize*
- *INFORMS Nicholson Student Paper Competition 2024, 2025*
- *INFORMS RMP Jeff McGill Student Paper Award 2024*

Conferences, Workshop, and Seminar Organizing

- *Session Chair for INFORMS 2020-2025*
- *AsuFest 2023*
- *Stanford Research on Algorithms, Incentives, and Networks (RAIN) Seminar*

Service and Outreach

- *Senior student mentor at ACM Economics and Computation (EC '20 and EC '21)*
- *Mentor, Stanford Data Science Inclusive Mentoring program*
- *Stanford MS&E department liaison and student mentor*
- *Pomona College Math Department liaison*

INVITED TALKS

“Measuring Strategization in Recommendation: Users Adapt Their Behavior to Shape Future Content”

- *INFORMS Annual Meeting 2025*
- *Revenue Management and Pricing (RMP) Conference, 2025*
- *Netflix Machine Learning and Inference Research team*
- *Bay Area Tech Econ Seminar 2024*
- *LinkedIn Data Science Seminar 2024*
- *ACM Conference on Economics and Computation (EC) 2024, presented by Sarah Cen*
- *MIT Marketing Seminar 2024*

“Discretion in the Loop: Human Expertise in Algorithm-Assisted College Advising.”

- AI and Analytics for Social Good 2025

“Operational Dosage: Implications of Capacity Constraints for the Design and Interpretation of Experiments.”

- Cornell Tech Algorithmic Fairness Seminar
- Columbia Center For AI and Responsible Financial Innovation (CAIRFI) 2025 Symposium
- Manufacturing and Service Operations Management (MSOM) Conference 2025
- Workshop in Learning (WIL) at London Business School
- OM in the Wild 2025
- INFORMS Annual Meeting 2024
- Society on Educational Effectiveness (SREE) 2024
- American Causal Inference Society 2024
- MIT Conference in Digital Experimentation 2023 – Plenary talk
- INFORMS Annual Meeting 2023
- INFORMS Applied Probability Society (APS) 2023
- AsuFest 2023
- Marketplace Innovation Workshop 2023

“When Does Interference Matter? Decision-Making in Platform Experiments.”

- MIT Conference on Digital Experimentation (CODE) 2024, presented by Anushka Murthy

“Platform Experimentation and Decision-Making Under Marketplace Interference”

- Columbia Center for AI and Responsible Financial Innovation 2024
- Waymo Data Science Seminar 2024
- INFORMS RMP 2023
- ACM SIGMETRICS Workshop on “Causal Inference for Engineers”
- Airbnb Academic Collaborators Seminar 2023
- Workshop on Mathematical Social Science 2023
- Conference on Artificial Intelligence, Machine Learning, and Business Analytics 2022
- Simons Workshop on Quantifying Uncertainty: Stochastic, Adversarial, and Beyond 2022
- Marketplace Innovation Workshop 2022
- INFORMS Annual Meeting 2021
- Cornell Young Researchers Workshop 2021

“Interference, Bias, and Variance in Marketplace Experimentation”

- MIT Conference on Digital Experimentation (CODE) 2021.

“Experimental Design in Two-Sided Platforms: An Analysis of Bias”

- American Causal Inference Conference 2022
- WINE '21: Spotlights Beyond Wine
- Stanford Causal Science Center
- 2021 Conference on Digital Experimentation (CODE)
- INFORMS MSOM SIG Conference 2021
- Marketplace Innovations Workshop (MIW) 2021
- Vinted Data Science Team
- Stanford Data Science Lab
- INFORMS Annual Meeting 2020
- Lyft Data Science Team
- Kellogg-Wharton Operations Management Workshop
- ACM Conference on Economics and Computation (EC) 2020
- Revenue Management and Pricing Live Paper Series
- 2020 Conference on Digital Experimentation (CODE)
- Facebook Core Data Science Seminar

- Stanford Causal Inference Seminar

“Dropping Standardized Testing for Admissions: Differential Variance and Access”

- INFORMS MSOM Conference 2021

“Exploration vs. Exploitation in Team Formation”

- Informs Annual Meeting 2020.
- Conference on Web and Internet Economics 2018
- INFORMS Annual Meeting 2018
- Upwork Data Science Seminar
- Stanford Social Algorithms Seminar

OTHER EXPERIENCE

Writer for College Student Blog

Student Voices, Pomona College

Jan '15 - May '15

Research Assistant

UC Berkeley Vision Sciences- Berkeley, CA

May - Aug '13

News Writer

The Student Life, Pomona College

Aug '12 - May '13

OUTSIDE ACTIVITIES

Columbia Business School requires faculty members to disclose any activities that might present a real or apparent conflict of interest. I have no outside activities to report.