**Analytics Speaker Event**

**Estimating Causal Effects Using Machine Learning**

Many questions in not only social science but also AI research are causal in nature: what would happen to individuals, organizations, or the society, if part of their environment were changed? — for example, the effect of introducing a new algorithm on product sales, or the effect of replacing the legacy system with AI-based systems on firm performance. Causal inference encompasses statistical and computational methods for studying such questions and determining causation from data. Recently, significant attention from both academics and practitioners has been devoted to the applications of machine learning for estimating causal effects. This seminar will introduce a general framework of applying machine learning techniques to estimating causal effects based on a causal graph.

**Speaker**

**Dr. Jiyong Park** is an assistant professor of management information systems at the Terry College of Business at the University of Georgia. He received his Ph.D. in information systems from KAIST. His research interests include green IT/IS, societal impacts of digital platforms, and value of IT investments. His work has appeared in journals such as *MIS Quarterly*, Information Systems Research, and Management Science.

**Wednesday, April 24, 2024, Eastern Time 4:30 - 5:30pm**

**Register Now:**

[**https://oakland-edu.zoom.us/meeting/register/tJUqc-CqqTsjG9c5pzfLQK80kz-bSviI9JuF**](https://oakland-edu.zoom.us/meeting/register/tJUqc-CqqTsjG9c5pzfLQK80kz-bSviI9JuF)