Jingwei Zhang

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EMPLOYMENT

Samuel Curtis Johnson Graduate School of Management, Cornell University

Assistant Professor (Tenure Track) of Operations, Technology and Information Management   July 2023 - present

EDUCATION

Anderson School of Management, UCLA

Ph.D. in Operations Management   2023

- **Advisors**: Auyon Siddiq and Christopher S. Tang

Columbia Business School, Columbia University

M.S. in Marketing Science   2018

Tsinghua University

B.E. in Industrial Engineering (Major)   2017

B.E. in Computer Science (Minor)

RESEARCH INTERESTS

- **Methodologies**: data analytics, applied game theory, structural estimation, optimization
- **Applications**: sustainability, smart city operations, urban mobility

PUBLICATIONS

Partnerships in Urban Mobility: Incentive Mechanisms for Improving Public Transit Adoption [Link]

with Auyon Siddiq and Christopher S. Tang

Manufacturing & Service Operations Management, Vol. 24, No. 2: 956 – 971, 2021

- Media coverage: UCLA Anderson Review

WORKING PAPERS

Planning Bike Lanes with Data: Ridership, Congestion, and Path Selection (Job Market Paper) [Link]

with Sheng Liu and Auyon Siddiq

Major revision, **Management Science**

- Accepted to MSOM Sustainable Operations SIG, 2022
- Accepted to Conference on Artificial Intelligence, Machine Learning, and Business Analytics, 2022
- **First Place**, POMS College of Sustainable Operations Student Paper Competition, 2022
- **Finalist**, INFORMS Workshop on Data Mining and Decision Analytics Best Applied Paper Award, 2022
- **Second Place**, INFORMS IBM Best Student Paper Award, 2022
- Media coverage: UCLA Anderson Review, Rotman Research Insights

WORK IN PROGRESS

Green Product Development: Consumer Search and Government Regulations

with Shixin Wang

Model development and analysis completed; writing in progress

Traffic and Emissions: Environmental Impact of Large-Scale Bike Lane Network Expansion

with Chenxi Li, Sheng Liu and Keji Wei

Model development and data collection completed; numerical experiments in progress

HONORS & AWARDS

Xavier Drèze Prize, UCLA Anderson School of Management	2023
Second Place, INFORMS IBM Best Student Paper Award	2022
Finalist, INFORMS Workshop on Data Mining and Decision Analytics Best Applied Paper Award	2022
First Place, POMS College of Sustainable Operations Student Paper Competition	2022
Dissertation Year Fellowship, UCLA	2022
Easton Technology Management Center Grant, UCLA	2020 – 2022
UCLA Anderson DOTM Area Travel Grant	2020 – 2022
Four-year Ph.D. Fellowship, UCLA Anderson School of Management	2018 – 2022

CONFERENCES PRESENTATIONS

Planning Bike Lanes with Data: Ridership, Congestion, and Path Selection

- POMS Annual Meeting, Orlando, FL, 2023
- POMS - HK International Conference, 2023
- Conference on AI, ML, and BA, Harvard Business School, MA, 2022
- INFORMS Annual Meeting, Indianapolis, IN, 2022
- 17th INFORMS Workshop on Data Mining and Decision Analytics, Indianapolis, IN, 2022
- Anderson School of Management, UCLA, 2022
- MOILS Seminar, Stern School of Business, NYU, 2022
- CSAMSE, 2022
- MSOM Annual Meeting SIG Day, Munich, Germany, 2022
- Young Scholar Seminar, Rotman School of Management, University of Toronto, 2022
- CORS / INFORMS International Conference, Vancouver, Canada, 2022
- Trans-Atlantic Doctoral Conference, London Business School, 2022
- Lunch & Learn Seminar, City of Vancouver's Transportation Division, 2022
- INFORMS Annual Meeting, Anaheim, CA, 2021

Partnerships in Urban Mobility: Incentive Mechanisms for Improving Public Transit Adoption.

- MSOM Annual Meeting, online, 2021
- POMS Annual Meeting, online, 2021
- INFORMS Annual Meeting, online, 2020

TEACHING EXPERIENCE

Master of Business Administration	UCLA Anderson School of Management
Teaching Assistant	UCLA-NUS Executive MBA Program
MGMTGEX-410: Logistics and Operations Management	*Fall 2022*
Instructor: Christopher S. Tang	

Master of Business Administration	UCLA Anderson School of Management
Teaching Assistant	Fully-Employed MBA Program
MGMTFT 402: Data and Decisions	*Fall 2019, Fall 2020, Fall 2021*
Instructors: Elisa Long, Auyon Siddiq	

Master of Science in Business Analytics	UCLA Anderson School of Management
Teaching Assistant	
MGMTMSA 403: Optimization	*Fall 2020, Winter 2023*
Instructor: Auyon Siddiq	

RESEARCH MENTORSHIP

Traffic and Emissions: Environmental Impact of Large-Scale Bike Lane Network Expansion

Chenxi Li, visiting Ph.D. student at Rotman School of Management, University of Toronto

INDUSTRY EXPERIENCE

Data scientist intern, **Lime**   Virtual, Summer 2022

- Proposed a queueing model for spatial-temporal analysis of excess demand and excess supply of e-scooters, which is in production to guide fleet rebalancing
- Conducted causal inference of sidewalk riding on bike lane existence and type, which is used for bike lane recommendation to the government

Data analyst intern, **Didi**   Beijing, Spring 2017

- Predicted user growth using multiple machine learning models

Business analyst intern, **Amazon**   Beijing, Summer 2016

- Developed an optimization-based toolkit to schedule delivery associates

SERVICES

Reviewer for Management Science	2023 - present
Session Co – Chair, INFORMS Annual Meeting	2022

- Session SE46 - Data Analytics for Urban Mobility and Smart Cities

PhD representative, UCLA Anderson Equity, Diversity, and Inclusion (EDI) Advisory Council	2022 - present
Member, INFORMS, MSOM Society, POMS	2020 - present
Area representative, UCLA Anderson PhD Advisory Board	2019 - present

MISCELLANEA

Programming Skills: Python, Julia, SQL, R, Matlab, Linux/bash

Software: Mathematica, ArcGIS, Tableau

Hobbies: Tennis, travelling, photography

REFERENCES

Auyon Siddiq

Decisions, Operations and Technology Management

Anderson School of Management

University of California, Los Angeles

Los Angeles, CA

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Charles Corbett

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Christopher S. Tang

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Sheng Liu

Operations Management and Statistics

Rotman School of Management

University of Toronto

Toronto, Canada

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