

# Jingwei Zhang

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## EMPLOYMENT

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### Samuel Curtis Johnson College of Business, Cornell University

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

## EDUCATION

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### 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

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

## PUBLICATIONS

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### 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

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

with Sheng Liu and Auyon Siddiq

Minor revision, *Management Science*

- **Winner**, INFORMS Public Sector Operations Research (PSOR) Best Paper Award, 2023
- **Winner**, POMS College of Sustainable Operations Student Paper Competition, 2022
- **Second Place**, INFORMS IBM Best Student Paper Award, 2022
- **Second Place**, Section on Location Analysis (SOLA) Best Student Paper Award, 2023
- **Finalist**, INFORMS Workshop on Data Mining and Decision Analytics Best Paper Award (Applied Track), 2022
- Accepted to MSOM Sustainable Operations SIG, 2022
- Media coverage: [UCLA Anderson Review](#), [Rotman Research Insights](#)

## WORK IN PROGRESS

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### **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

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<b>Winner</b> , Public Sector Operations Research Best Paper Award	2023
<b>Second Place</b> , INFORMS Society on Location Analysis Best Student Paper Award	2023
INFORMS Workshop on Data Science Student Scholarship	2023
<b>Honorable Mention</b> , Transportation Science & Logistics Dissertation Award	2023
<b>Xavier Drèze Prize</b> , UCLA Anderson School of Management	2023
<b>Second Place</b> , INFORMS IBM Best Student Paper Award	2022
<b>Finalist</b> , INFORMS Workshop on Data Mining and Decision Analytics Best Applied Paper Award	2022
<b>First Place</b> , 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

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

- 2023: POMS, POMS – HK, Conference on AI ML and BA
- 2022: INFORMS, Workshop on Data Mining and Decision Analytics, UCLA Anderson, NYU Stern, CSAMSE, MSOM SIG, University of Toronto Rotman, CORS, London Business School, City of Vancouver's Transportation Division
- 2021: INFORMS

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

- 2021: MSOM, POMS
- 2020: INFORMS

## TEACHING EXPERIENCE

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### **Master of Business Administration**

*Teaching Assistant*

MGMTGEX-410: Logistics and Operations Management

Instructor: Christopher S. Tang

UCLA Anderson School of Management

UCLA-NUS Executive MBA Program

*Fall 2022*

**Master of Business Administration***Teaching Assistant*

MGMTFT 402: Data and Decisions

Instructors: Elisa Long, Auyon Siddiq

UCLA Anderson School of Management

Fully-Employed MBA Program

*Fall 2019, Fall 2020, Fall 2021***Master of Science in Business Analytics***Teaching Assistant*

MGMTMSA 403: Optimization

Instructor: Auyon Siddiq

UCLA Anderson School of Management

*Fall 2020, Winter 2023***RESEARCH MENTORSHIP**

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**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**

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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**

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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**

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**Programming Skills:** Python, Julia, SQL, R, Matlab, Linux/bash**Software:** Mathematica, ArcGIS, Tableau**Hobbies:** Tennis, travelling, photography

## REFERENCES

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### **Auyon Siddiq**

Decisions, Operations and Technology Management  
Anderson School of Management  
University of California, Los Angeles  
Los Angeles, CA  
Email: [auyon.siddiq@anderson.ucla.edu](mailto:auyon.siddiq@anderson.ucla.edu)

### **Charles Corbett**

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### **Christopher S. Tang**

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Anderson School of Management  
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Los Angeles, CA  
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### **Sheng Liu**

Operations Management and Statistics  
Rotman School of Management  
University of Toronto  
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