

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 Starting in July 2023

EDUCATION

Anderson School of Management, UCLA

Ph.D. in Operations Management 2023 (expected)

- **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

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| 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

- Conference on AI, ML, and BA, Harvard Business School, MA, 2022 (Scheduled)
- 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

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

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

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
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