Mengzhenyu (Zhenyu) Zhang

University College London, School of Management
zhenyu.zhangmeng@ucl.ac.uk

Appointments

University College London (UCL) School of Management
London, UK, 2022-present
Assistant Professor

IBM T.J. Watson Research Center
Yorktown Heights, NY, 2021-2022
Postdoctoral Researcher: AI and Marketing

Oracle Labs
Burlington, MA, 2018
Machine Learning Research Group
Summer Intern

Education

University of Michigan
Ann Arbor, MI, 2015-2021
PhD in Technology and Operations, Stephen M. Ross School of Business
Co-advisors: Hyun-Soo Ahn and Joline Uichanco

Shanghai University of Finance and Economics (SUFE)
Shanghai, China, 2011-2015
B.A. in Economics (Experimental Honors Class)
B.Eng. in Computer Science

Research

[1.] **Mengzhenyu Zhang**, Hyun-Soo Ahn, Joline Uichanco, "Data-driven pricing for a new product", *Operations Research 70(2):847-866, 2022*.

[2.] Hyun-Soo Ahn, Eren Cetinkaya, Izak Duenyas, **Mengzhenyu Zhang**, "Benefits of collaboration in capacity investment and allocation", *Production and Operations Management 33(1), 128-145, 2024*.

[3.] Hyun-Soo Ahn, Christopher Ryan, Joline Uichanco, **Mengzhenyu Zhang**, "On the performance of certainty-equivalent pricing", *minor revision at Mathematics of Operations Research*.
  – Spotlight presentation at 2019 Revenue Management and Pricing Conference (top 20% of full paper submissions)

[4.] **Mengzhenyu Zhang**, Christopher Ryan, Wei Sun, Shivaram Subramanian, Markus Ettl, "Attribute-based pricing: A novel formulation and convergent algorithms", *submitted.*

[5.] Hyun-Soo Ahn, Christopher Ryan, Joline Uichanco, **Mengzhenyu Zhang**, "Valuing influence", *submitted.*

Work in progress

[1.] Roman Kapuscinski, Rodney Parker, **Mengzhenyu Zhang**, "Effects of financing on supply chain inventory", *in preparation.*

[2.] Zi Lin, Christopher Ryan, **Mengzhenyu Zhang**, "On the interplay between pricing and information policies in monopoly selling", *in preparation.*

[3.] Runshan Fu, Christopher Ryan, **Mengzhenyu Zhang**, "Signaling or learning for lean startups", *work in progress.*

[4.] **Mengzhenyu Zhang**, Fan Zhou, "Too much or not enough? Navigating food freshness information for consumers", *work in progress.*

Presentations

INFORMS Annual Meeting, 2024, Seattle, WA.
Shanghai Jiaotong University, 2024, Shanghai.
INFORMS Annual Meeting, 2023, Phoenix, AZ.
European Technology & Operations Management (TOM) Day, 2022, Barcelona, Spain.
Kellogg-Wharton OM Workhop, 2020.
INFORMS Annual Meeting, 2019, Seattle, WA.
Revenue Management and Pricing Conference, 2019, San Francisco, CA.
POMS annual conference, 2019, Washington, D.C.
Shanghai University of Finance and Economics (SUFE), 2019, Shanghai, China.
POMS-HK International Conference, 2019, Hongkong
INFORMS Annual Meeting, 2018, Phoenix, AZ.
INFORMS MSOM Conference, 2018, Dallas, TX.
INFORMS Annual Meeting, 2017, Houston, TX.
International Data-Driven Optimization Workshop, SUFE, 2017, Shanghai, China.

Awards

Academic
– Rackham Predoctoral Fellowship, 2020. (One of the most prestigious awards at the University level granted by Rackham Graduate School)
– W. Allen Spivey/Valerie and William Hall Family Fellowship, 2018-2019. (Awarded to the best student in TO for research excellence)
– Ross Doctoral Research Grant, 2018.
– Charles H. Gessner Doctoral Fellowship, 2017-2018.
– Early candidacy awards, Stephen M. Ross School of Business, 2017.
– 2010 National Olympiad in Informatics (NOIP), second place, recommended to college.

Sports

Swimming team of SUFE (2011-2015)
- 2014 second place, Women's 4*50 Freestyle
- 2014 fourth place, Women's 100 Breatstroke
- 2013 fourth place, Women's 50 Freestyle
- 2013 team first place, Women's 4*50 Freestyle

Skills

Languages & Software: Pascal, C, C++, VB, JAVA, SQL, Python, MATLAB, AMPL
Others: Violin, guitar, sketch

Teaching

Stephen M. Ross School of Business, University of Michigan
Instructor
- TO 302: Operations Management (18 Winter, class size: 68, evaluation: 4/5)

Teaching Assistant
- TO 301: Business Statistics and Management Science (16 Fall)
- TO 502: Business Statistics (17 Fall)
- TO 618: Applied Business Analytics and Decisions (17 Winter, 17 Fall, 18 Fall, 19 Fall)
- TO 605: Manufacturing and Supply Operations (17 Winter)
- TO 899: Inventory Management (PhD course, 18 Fall, 20 Fall)
- EMBA 603: Business Analytics and Statistics for Executives (18 Fall)
- TO 567: Data Mining and Business Analytics (19 Winter, 19 Fall)
- TO 572: Applied Business Forecasting (19 Fall)
- EMBA 610: Managerial Big Data Analytics (19 Summer, 20 Summer)

Service

Reviewer for Mathematics of Operations Research, Operations Research, Management Science, Manufacturing & Service Operations Management, Operations Research Letters, judge of MSOM student paper competition (2023, 2024), TIMES paper competition (2023)