

# Yuexing Li

---

CONTACT INFORMATION	Johns Hopkins Carey Business School 100 International Drive Baltimore, MD 21202	Email: <a href="mailto:yuexing.li@jhu.edu">yuexing.li@jhu.edu</a> Website: <a href="http://www.yuexing-li.com">www.yuexing-li.com</a> Phone: 410.234.4761
POSITION	<b>Johns Hopkins Carey Business School</b> , Baltimore, MD Assistant Professor of Operations Management and Business Analytics	2022-
EDUCATION	<b>Duke University</b> , Durham, NC <i>Fuqua School of Business</i> Ph.D. in Business Administration <ul style="list-style-type: none"><li>• Operations Management Area</li><li>• Advisors: Prof. N. Bora Keskin and Prof. Jing-Sheng (Jeannette) Song</li></ul>	2017-2022
	<b>Cornell University</b> , Ithaca, NY <i>School of Operations Research and Information Engineering</i> M.Eng. in Operations Research	2012-2014
	<b>Yale University</b> , New Haven, CT <i>School of Engineering and Applied Sciences</i> M.S. in Biomedical Engineering	2011-2012
	<b>Peking University</b> , Beijing, China <i>College of Chemistry and Molecular Engineering</i> B.S. in Chemistry <i>China Center for Economic Research</i> B.A. in Economics	2007-2011 2008-2011
RESEARCH INTERESTS	Data-driven decision making under uncertainty, statistical/machine learning, revenue management, dynamic pricing, inventory control	
RESEARCH PAPERS	<ol style="list-style-type: none"><li>1. <a href="#">Multiperiod Stock Allocation via Robust Optimization</a>, with P.L. Jackson &amp; J.A. Muckstadt (2019), <i>Management Science</i>, 65(2):794-818</li><li>2. <a href="#">Data-driven Dynamic Pricing and Ordering with Perishable Inventory in a Changing Environment</a>, with N.B. Keskin &amp; J.-S. Song (2022), <i>Management Science</i>, 68(3): 1938-1958<ul style="list-style-type: none"><li>– Special Issue on Data-driven Prescriptive Analytics</li></ul></li><li>3. <a href="#">Data-driven Clustering and Feature-based Retail Electricity Pricing with Smart Meters</a>, with N.B. Keskin &amp; N. Sunar, under revision at <i>Operations Research</i><ul style="list-style-type: none"><li>– Winner, INFORMS Data Mining Best Paper Competition, 2020</li><li>– Spotlight Track, INFORMS 2021 RM&amp;P Conference</li><li>– Winner, INFORMS Service Science Best Paper Competition, 2022</li></ul></li><li>4. Deep Learning for Visual Advertising on Digital Platforms: Asymptotically Optimal Image Selection, with N.B. Keskin, S. Liu, &amp; J.-S. Song, to be submitted to <i>Management Science</i></li></ol>	

5. [A Unified Parsimonious Model for Structural Demand Estimation Accounting for Stockout and Substitution](#), with Y. Deng & J.-S. Song, submitted to *Management Science*
6. [Customer-driven Bundle Promotion Optimization at Scale](#), with A. Fattahi & O. Sahin, under revision at *Management Science*
7. A Graph Neural Network Approach for Predicting Supply Chain Network Performance, with S. Chen, J.-S. Song, & Y. Wei, manuscript in preparation

TEACHING  
EXPERIENCE

**Duke University**, Durham, NC

Teaching Assistant for Prof. Fernando Bernstein

- *Operations Management* (Weekend EMBA), Spring 2019, 2020 & Summer 2021
- *Operations Management* (Global EMBA), Summer 2019
- Graded homework assignments and exams; provided one-to-one tutoring for students on course materials, use of Excel, and homework problems

**InstaEDU**

Online Tutor, 2014–2016

- Provided one-to-one tutor service on the online learning platform for over 100 undergraduate students on various courses, such as optimization, probability, statistics, economics, simulation, etc.

**Cornell University**, Ithaca, NY

Course Developer for Prof. Peter L. Jackson

- *Applications of Operations Research to Health Systems* (B.S./M.S.), Spring 2014
- Preprocessed a large data set from the endoscopy department of a medical institution; conducted data analysis using MS Access, SQLite and R; prepared instructor's manual and tutorials for students on possible data analysis

Teaching Assistant for Prof. James Renegar

- *Optimization I* (B.S./M.S.), Fall 2013
- Evaluation: 4.99/5.00
- Held recitations on practice questions and programming in AMPL; held weekly office hours answering questions related to homework and course materials; graded homework assignments and exams

**Peking University**, Beijing, China

Teaching Assistant for Prof. Yiping Liao

- *Quantitative Analytical Chemistry Lab Experiments* (B.S.), Spring 2011
- Gave weekly lectures on theories and experimental instructions to a group of 18 students; graded weekly experiment reports and final projects

PROFESSIONAL  
SERVICES

Session Co-chair, INFORMS Annual Meeting

- Data-driven Decision Making and Analytics, 2020, with Prof. Jing-Sheng Song
- Data-driven Learning in Revenue Management, 2021, with Prof. N. Bora Keskin
- Innovative Business Models in Sustainable/Smart City Operations, 2021, with Prof. Nur Sunar
- Data-driven Learning Models and Methods, 2022, with Prof. N. Bora Keskin

Referee

- Journals: *Management Science*, *Manufacturing and Service Operations Management*, *Production and Operations Management*, *IIE Transactions*

- Competitions: DMDA Workshop Best Paper Competition (2020), MSOM Sustainable OM SIG (2022)

Mentor

- Mentee: Yue Liang (Ph.D. student, Foster School of Business, University of Washington, Seattle), Jul-Dec, 2020

HONORS & AWARDS	Winner, INFORMS Service Science Best Paper Competition	2022
	Spotlight track, INFORMS RM&P Conference	2021
	Winner, INFORMS Data Mining Best Paper Competition	2020
	Doctoral Fellowship, Duke University	2017-Present
	Silent Hoise & Crane Award for ORIE M.Eng. Project, Cornell University	2013
	Academic Excellence Award, Peking University	2008-2010
	First Prize, National Chemistry Olympics Competition	2006

INVITED TALKS & CONFERENCE PRESENTATIONS	<b>Data-driven Dynamic Pricing and Ordering with Perishable Inventory in a Changing Environment</b>	
	• INFORMS Annual Meeting, Seattle, WA	2019
	• INFORMS Annual Meeting, Virtual	2020
	• INFORMS Data Mining & Decision Analytics Workshop, Virtual	2020
	• INFORMS Data Science Workshop, Virtual	2020
	• POMS Annual Conference, Virtual	2021

**Data-driven Clustering and Feature-based Retail Electricity Pricing with Smart Meters**

- INFORMS Data Mining Best Paper Competition, Virtual 2020
- INFORMS MSOM Conference, Virtual 2021
- Cornell ORIE Young Researcher Workshop, Ithaca, NY 2021
- INFORMS Data Mining & Decision Analytics Workshop, Anaheim, CA 2021
- INFORMS Data Science Workshop, Virtual 2021
- INFORMS Annual Meeting, Indianapolis, IN 2022

**Deep Learning for Visual Advertising on Digital Platforms: Asymptotically Optimal Image Selection**

- INFORMS MSOM Conference, Virtual 2021
- INFORMS Revenue Management & Pricing Conference, Virtual 2021, 2022
- INFORMS Annual Meeting, Anaheim, CA 2021
- INFORMS Annual Meeting, Indianapolis, IN 2022

WORK EXPERIENCE	<b>CICC Fund Management</b> , Beijing, China	2016
	Assistant Analyst	
	<ul style="list-style-type: none"> <li>• Designed various experiments to detect and fix programming flaws of a recently designed ultra-fast investment and trading system</li> <li>• Programmed risk management entries on the ultra-fast trading system to monitor and control abnormal and extreme security transactions</li> </ul>	

OTHER SKILLS	<b>Programming:</b> MATLAB, Python, R, LaTeX, MySQL, Mathematica, C/C++ <b>Languages:</b> Mandarin (native), English (fluent), Spanish, Turkish (beginner)
-----------------	---