

Yuexing Li

CONTACT INFORMATION	Johns Hopkins Carey Business School 100 International Drive Baltimore, MD 21202	Email: yuexing.li@jhu.edu Website: www.yuexing-li.com Phone: 410.234.4761
POSITION	Johns Hopkins Carey Business School , Baltimore, MD Assistant Professor of Operations Management and Business Analytics 08/2022–now	
EDUCATION	Duke University , Durham, NC <i>Fuqua School of Business</i> 2017-2022 Ph.D. in Business Administration <ul style="list-style-type: none">• Field: Operations Management• Advisors: Prof. N. Bora Keskin and Prof. Jing-Sheng (Jeannette) Song Cornell University , Ithaca, NY <i>School of Operations Research and Information Engineering</i> 2012-2014 M.Eng. in Operations Research Yale University , New Haven, CT <i>School of Engineering and Applied Sciences</i> 2011-2012 M.S. in Biomedical Engineering Peking University , Beijing, China <i>College of Chemistry and Molecular Engineering</i> 2007-2011 B.S. in Chemistry <i>China Center for Economic Research</i> 2008-2011 B.A. in Economics	
RESEARCH INTERESTS	Data-driven decision-making under uncertainty, statistical/machine learning, revenue management, dynamic pricing, inventory control	
PUBLICATIONS	<ol style="list-style-type: none">1. Multiperiod Stock Allocation via Robust Optimization, with P.L. Jackson & J.A. Muckstadt (2019), <i>Management Science</i>, 65(2):794-8182. Data-driven Dynamic Pricing and Ordering with Perishable Inventory in a Changing Environment, with N.B. Keskin & J.-S. Song (2022), <i>Management Science</i>, 68(3): 1938-1958<ul style="list-style-type: none">– Special Issue on Data-driven Prescriptive Analytics3. Data-driven Clustering and Feature-based Retail Electricity Pricing with Smart Meters, with N.B. Keskin & N. Sunar, forthcoming in <i>Operations Research</i><ul style="list-style-type: none">– Winner, INFORMS Data Mining Best Paper Competition, 2020– Spotlight Track, INFORMS 2021 RM&P Conference– Winner, INFORMS Service Science Best Paper Competition, 2022	

WORKING
PAPERS

1. [Customer-driven Bundle Promotion Optimization at Scale](#), with A. Fattahi & O. Sahin, under first-round revision at *Management Science*
2. [A Unified Parsimonious Model for Structural Demand Estimation Accounting for Stockout and Substitution](#), with Y. Deng & J.-S. Song, under first-round revision at *Management Science*
3. [Greening Ride-Hailing: Impact on Environment and Consumers](#), with N.B. Keskin & N. Sunar, under review at *Management Science*
4. Deep Learning for Visual Advertising on Digital Platforms: Asymptotically Optimal Image Selection, with N.B. Keskin, S. Liu, & J.-S. Song, soon to be submitted to *Management Science*
5. A Graph Neural Network Approach for Predicting Supply Chain Network Performance, with S. Chen, J.-S. Song, & Y. Wei, manuscript in preparation

TEACHING
EXPERIENCE

Johns Hopkins University, Baltimore, MD

Instructor

- *Business Analytics* (M.S. Marketing), Spring 2023
- *Business Analytics* (M.S. BARM), Fall 2023

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

InstaEDU

Online Tutor, 2014–2016

- *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

Teaching Assistant for Prof. James Renegar

- *Optimization I* (B.S./M.S.), Fall 2013

Peking University, Beijing, China

Teaching Assistant for Prof. Yiping Liao

- *Quantitative Analytical Chemistry Lab Experiments* (B.S.), Spring 2011

PROFESSIONAL
SERVICES

Referee

- Journals: *Management Science*, *Operations Research*, *Manufacturing and Service Operations Management*, *Production and Operations Management*, *IIE Transactions*, *Naval Research Logistics*
- Competitions: DMDA Workshop Best Paper Competition (2020), MSOM Sustainable OM SIG (2022, 2023)
- Grants: General Research Fund at the Hong Kong Research Grants Council

Session Chair

- Data-driven Decision Making and Analytics, INFORMS Annual Meeting 2020, with Prof. Jing-Sheng Song
- Data-driven Learning in Revenue Management, INFORMS Annual Meeting 2021, with Prof. N. Bora Keskin

- Innovative Business Models in Sustainable/Smart City Operations, INFORMS Annual Meeting 2021, with Prof. Nur Sunar
- Data-driven Learning Models and Methods, INFORMS Annual Meeting 2022, with Prof. N. Bora Keskin
- Data-Driven Decision Making in Inventory and Supply Chain System, POMS Annual Meeting 2023
- Ride-Hailing and Platform Operations, INFORMS Annual Meeting 2023

Mentor

- JHU Carey first-year faculty mentor, Jul 2023-now
- Ph.D. mentor (Yue Liang, Foster School of Business, University of Washington, Seattle), Jul 2020-now

JHU Carey Operations Seminar Organizer, Jul 2023-now

JHU Carey Academic Ethics Board Committee Member, Jul 2023-now

HONORS & AWARDS	JHU Alumni Association Excellence in Teaching Award	2024
	JHU Carey Faculty Excellence Award	2023
	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	2017-2022
	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

- 2021
- Johns Hopkins University, Carey Business School
 - Rice University, Jones Graduate School of Business
- 2022
- University of California, Berkeley, Haas School of Business
- 2023
- University of Toronto, Rotman School of Management
- 2024
- University of Florida, Warrington College of Business
 - University of Maryland, College Park, Smith School of Business

CONFERENCE
PRESENTATIONS

- Data-driven Dynamic Pricing and Ordering with Perishable Inventory in a Changing Environment**
- 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
- POMS Annual Conference, Orlando, FL 2023

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

A Unified Parsimonious Model for Structural Demand Estimation Accounting for Stockout and Substitution

- POMS Annual Conference, Orlando, FL 2023

A Graph Neural Network Approach for Predicting Supply Chain Network Performance

- POMS Annual Conference, Orlando, FL 2023

Greening Ride-Hailing: Impact on Environment and Consumer

- INFORMS Annual Meeting, Phoenix, AZ 2023

WORK EXPERIENCE

CICC Fund Management, Beijing, China 2016
Assistant Analyst

- Designed various experiments to detect and fix programming flaws of a recently designed ultra-fast investment and trading system
- Programmed risk management entries on the ultra-fast trading system to monitor and control abnormal and extreme security transactions

OTHER SKILLS

Programming: MATLAB, Python, R, LaTeX, MySQL, Mathematica, C/C++
Languages: Mandarin (native), English (fluent), Spanish (B1), Turkish (A2)