

Yuexing Li

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| 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 | 2022- |
| EDUCATION | Duke University , Durham, NC <i>Fuqua School of Business</i> Ph.D. in Business Administration <ul style="list-style-type: none">• Operations Management Area• Advisors: Prof. N. Bora Keskin and Prof. Jing-Sheng (Jeannette) Song Cornell University , Ithaca, NY <i>School of Operations Research and Information Engineering</i> M.Eng. in Operations Research | 2017-2022 2012-2014 |
| | Yale University , New Haven, CT <i>School of Engineering and Applied Sciences</i> M.S. in Biomedical Engineering | 2011-2012 |
| | Peking University , 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">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, under revision at <i>Operations Research</i><ul style="list-style-type: none">– Winner, INFORMS Data Mining Best Paper Competition, 2020– Spotlight Track, INFORMS 2021 RM&P Conference4. 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 <i>Management Science</i> | |

5. A Unified Parsimonious Model for Structural Demand Estimation Accounting for Stockout and Substitution, with Y. Deng & J.-S. Song, submitted to *Management Science*

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

Mentor

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

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

Referee

- Management Science, DMDA Workshop Best Paper Competition (2020)

HONORS &
AWARDS

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

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

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

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, Turkish (beginner)