

Mengzhenyu (Zhenyu) Zhang

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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 (SUFU)

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**, “Certainty-equivalent pricing with dependent demand and limited price-changing opportunities”, accepted 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 nested logit approach”, Major revision at *Informs Journal on Computing*.

[5.] Hyun-Soo Ahn, Christopher Ryan, Joline Uichanco, **Mengzhenyu Zhang**, “Valuing influence with social learning”, accepted at *Manufacturing and Service Operations Management*.

[6.] Zi Ling, Christopher Ryan, **Mengzhenyu Zhang**, “On the interplay between pricing and information policies in monopoly selling”, *available on SSRN*.

[7.] **Mengzhenyu Zhang**, Fan Zhou, “How much information should be revealed on food freshness?”, Major revision at *Marketing Science*.

[8.] Hyun-Soo Ahn, **Mengzhenyu Zhang**, Zijin Zhang, “Online decisions with (biased) offline data”, Minor revision at *Operations Research*.

[9.] Izak Duenyas, Ozge Sahin, **Mengzhenyu Zhang**, “Advance selling under dynamic uncertainty and time-dependent penalty”, *submitted*.

[10.] Yiming Liu, **Mengzhenyu Zhang**, “A Knapsack Structure in Dynamic Information Design”, *available on SSRN*.

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.

Indiana University, Bloomington, 2020.

HEC Paris, 2020.

University College London, 2020.

Imperial College London, 2020.

City University of Hongkong, 2020.

Chinese University of Hongkong, 2020.

Chinese University of Hongkong (Shenzhen), 2020.

Kellogg-Wharton OM Workshop, 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 (SUFU), 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

School of Management, University College London

Instructor

- MSIN0095: Operations Analytics (22 Winter, 23 Winter, 24 Winter, evaluation: 4.7/5)

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, 2025), TIMES paper competition (2023)