

# 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**, “Certainty-equivalent pricing with dependent demand and limited price-changing opportunities”, *accepted to 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”, *submitted*.

[5.] Hyun-Soo Ahn, Christopher Ryan, Joline Uichanco, **Mengzhenyu Zhang**, “Valuing influence with social learning”, *submitted*.

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

[7.] **Mengzhenyu Zhang**, Fan Zhou, “How much information should be revealed on food freshness?”, *submitted*.

[8.] Hyun-Soo Ahn, **Mengzhenyu Zhang**, Zijin Zhang, “Online decisions with (biased) offline data”, *submitted*.

## Work in progress

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

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

[3.] Izak Duenyas, Ozge Sahin, **Mengzhenyu Zhang**, “Time-dependent cancellation policies: Implications for consumers decision making and firm profit”, *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.

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)