

Zheng Zeng

Ph.D. Candidate
Rutgers Business School
Rutgers University

Mobile: +1 (732) 789-8639
Email: zz193@rutgers.edu
<https://scutcathy.github.io>

EDUCATION

- | | |
|--|--------------------------|
| Ph.D. , Supply Chain Management
Rutgers Business School, Rutgers University | <i>Expected May 2025</i> |
| M.S. , Supply Chain Analytics
Rutgers Business School, Rutgers University | <i>May 2018</i> |
| B.S. , Global Management
Rutgers Business School, Rutgers University
<i>Minor in Psychology; Member of Beta Gamma Sigma</i> | <i>May 2017</i> |
| B.S. , Business Administration
School of Business Administration, South China University of Technology | <i>Jun. 2017</i> |

RESEARCH INTERESTS

Data Analytics in Healthcare Management, Production Planning, Operations, Supply Chain Management, Health Policy

PUBLICATIONS

Journal Publication

1. Gu, F., Liu, X., Qi, L., Xu, X., and **Zeng, Z.** (2021). Financial and social impacts of drug price changes: Evidence from 2017 healthcare reform in Liaoning Province, China. *The International Journal of Health Planning and Management*. <https://doi.org/10.1002/hpm.3287>

Working Papers

1. **Zheng, Z.**, Xu, X., and Qi, L. How does Insurance Coverage Affect Unclaimed Prescription Rates and Physicians Prescribing Behavior? Evidence from Liaoning, China (Submitted to *International Journal of Healthcare Management*).
2. **Zheng, Z.**, Qi, L., and Xu, X. Optimizing Production Capacity: Insights for Manufacturing Companies (In progress).

INVITED TALKS

1. **Zheng, Z.**, Xu, X., and Qi, L. (2025). How Does Insurance Coverage Affect Unclaimed Prescriptions and Physicians Behavior?, *35th Annual POMS Conference, Atlanta, Georgia*
2. **Zheng, Z.**, Qi, L., and Xu, X. (2024). Optimizing Production Capacity: Insights for Manufacturing Companies, *2024 INFORMS Annual Meeting, Seattle, Washington*
3. **Zheng, Z.**, Xu, X., and Qi, L. (2023). How Does Insurance Coverage Affect Unclaimed Prescriptions And Physician's Behavior?, *2023 INFORMS Annual Meeting, Phoenix, Arizona*
4. Gu, F., Liu, X., Qi, L., Xu, X., and **Zeng, Z.** (2019). Policy, Process, and Behavior Analysis for Healthcare Service Systems, *2019 INFORMS International Conference, Cancun, Mexico*
5. **Zheng, Z.** (2018) Data Visualization Skills in Business Data Analytics. Siemens, New York City, NY

TEACHING EXPERIENCE

Rutgers Business School, Rutgers University

Part-Time Lecturer

- Introduction to Business Research Methods *Fall 2024 - Spring 2025*
 - Demand Planning and Fulfillment *Summer 2022*
- (Teaching Effectiveness 4.86/5, Course Quality 4.43/5)

Lecturer (50% Instructor - a Professional Practice Rank) *Fall 2022 - Spring 2023*

- Business Intelligence in Supply Chain and Marketing
(Average Teaching Effectiveness 4.72/5, Average Course Quality 4.62/5)
- Demand Planning and Fulfillment
(Average Teaching Effectiveness 4.47/5, Average Course Quality 4.41/5)

Instructor

Summer 2019

- Advance Excel Session
(2019 Rutgers Business School-Jilin University Summer Program)

Teaching Assistant

Fall 2018 - Fall 2024

Undergraduate Courses

- Supply Chain Finance
- Fundamental of SC Solution with ERP/SAP
- Supply Chain Transformation in Digital Era
- Demand Planning and Fulfillment

Graduate Courses

- Introduction to Linear Statistical Models
- Supply Chain Artificial Intelligence
- Supply Chain Business Intelligence

Rutgers Learning Center, Rutgers University

Tutor

Fall 2016 - Spring 2018

Undergraduate courses

- Statistics Methods in Business
- Management Information System
- Operations Management
- Financial Management

INDUSTRY EXPERIENCE

Chanel, Inc.

Operations Projects

Feb. 2024 - Aug. 2024

Specialist, Operations BI & Analytics

- Collaborated with cross-functional teams to streamline processes and enhance reporting in supply chain and operations.
- Developed data-driven models that identified cost-saving opportunities.
- Leveraged Python and Power BI to design and implement business intelligence solutions that effectively addressed complex business needs, enhancing data-driven decision-making.

RESEARCH EXPERIENCE

Supply Chain Management Department, Rutgers University

Supply Chain Analytic Projects

Summer 2023 - Fall 2024

Data Analyst

- Collaborated with local logistics and manufacturing companies and worked closely with cross-functional teams.
- Generated dynamic freight route maps and proposed cost prediction models.
- Identified and recommended substitution of 5% of SKUs with top-performing SKUs to optimize the product portfolio.

Supply Chain Visibility

Fall 2018

Seminar Presentation

- Built the arcs of supply chain visibility of timeliness and accuracy to test the different effects of quality characteristics on supply chain performance.

Dynamic Ticket Pricing Strategy

Fall 2017 - Spring 2018

Research Assistant

- Analyzed the impact of team performance on ticket sales.

Psychology Department, Rutgers University

Fall 2016 - Spring 2017

Cognition Behavior Analysis in Decision-Making Lab

Research Assistant and Lab Coordinator

- Explored the cost of lying based on a cheating box test.
- Conducted matrix test experiments and preliminary analysis.

Rutgers Learning Center

Statistic Intern

Spring 2018

- Optimized the procedures of tutoring and the survey questions.

PROFESSIONAL ACTIVITIES

Session Chair

2024 INFORMS Annual Meeting, Seattle, Washington

2023 INFORMS Annual Meeting, Phoenix, Arizona

Journal Reviewer

Journal of Healthcare Management

International Journal of Health Policy and Management

Scientific Reports

Data Science and Management

Mentor

Beta Gamma Sigma Mentorship Program

University Activities

University Graduation Ceremony

AWARDS & HONORS

Rutgers University

Graduate School Scholarship

2024

Graduate School Travel Awards

2023

Ph.D. Fellowship

2018 - 2022

Alfred J. Battaglia Memorial Fellowship

2021, 2022

Ph.D. Student Publication Award	2021
Ph.D. Summer Scholarship	2020
Dean's Competition for Summer Ph.D. Research Assistants	2019
Graduated Magna Cum Laude with Honors	2017
Dean's List	2015-2017
South China University of Technology	
Third Prize Scholarship	2014

PROFESSIONAL AFFILIATIONS

INFORMS Member
POMS Member

RESEARCH & TEACHING WORKSHOPS

2nd annual Philadelphia Operations and Technology Day Conference, 2024
Online Doctoral Workshop on Supply Chain Analytics, 2020-2023
2022 INFORMS Annual Meeting, Indianapolis, IN, 2022
Teaching Supply Chain Analytics Without Coding, 2022
Digital Supply Chain and Supplier Diversity Conference, 2022
Post-Pandemic Supply Chain and Healthcare Management Conference, 2021
Data-Driven Supply Chain Research Conference, 2020

SELECTED COURSEWORK

Economics	2020-2022
Econometrics I & II	
Microeconomics Theory I & II	
Mathematical Methods for Microeconomics	
Statistics	2019, 2021
Theory of Probability	
Theory of Statistics	
Bayesian Data Analysis	

SKILLS & CERTIFICATIONS

Languages Mandarin Chinese, English
Coding R, Python, SQL, LATEX, Gauss
Databases and Software Oracle, SAP/ERP, Tableau, Power BI, SPSS, Power Apps, Google BigQuery, Microsoft Access
Certifications Microsoft Excel Certified, Lean Six Sigma Green Belt Certified

REFERENCES

Xiaowei Xu (advisor), Associate Professor
Supply Chain Management Department, Rutgers University
Email: xiaoweix@business.rutgers.edu
Lian Qi (advisor), Professor and Department Chair
Supply Chain Management Department, Rutgers University
Email: lianqi@business.rutgers.edu

Xing (David) Ding, Associate Professor and Interim Vice Chair
Supply Chain Management Department, Rutgers University
Email: x.ding@rutgers.edu

E. David Zepeda, Clinical Associate Professor
School of Public Health, Boston University
Email: dzepeda@bu.edu