# Zheng Zeng

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## EDUCATION

**Ph.D.**, Supply Chain Management      *Sep. 2018 - May 2024*
Rutgers Business School, Rutgers University

**M.S.**, Supply Chain Analytics      *Sep. 2017 - May 2018*
Rutgers Business School, Rutgers University

**B.S.**, Global Management      *Sep. 2015 - May 2017*
Rutgers Business School, Rutgers University
*Minor in Psychology; Member of Beta Gamma Sigma*

**B.S.**, Business Administration      *Sep. 2013 - Jun. 2015*
School of Business Administration, South China University of Technology

## RESEARCH INTERESTS

Data Analytics in Healthcare Management, 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 Paper**

1. **Zheng, Z**, Xu, X., and Qi, L. How does Insurance Coverage Affect Unclaimed Prescription Rates and Physicians Prescribing Behavior? Evidence from Liaoning, China

## INVITED TALKS

1. **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*

2. 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*

3. Zheng, Z. Data Visualization Skills in Business Data Analytic. Siemens, New York City, NY, January 2018

## TEACHING EXPERIENCE

**Supply Chain Management Department, Rutgers University**

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

**Part-Time Lecturer** *2022*
- Demand Planning and Fulfillment
(Teaching Effectiveness 4.86/5, Course Quality 4.43/5)

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

**Teaching Assistant** *2018 - 2023*
*Undergraduate Courses*
- Demand Planning and Fulfillment
- Supply Chain Finance
- Fundamental of SC Solution with ERP/SAP
*Graduate Courses*
- Introduction to Linear Statistical Models
- Supply Chain Artificial Intelligence
- Supply Chain Business Intelligence

## Rutgers Learning Center, Rutgers University

**Tutor** *2016 - 2018*
- Statistics Methods in Business
- Management Information System
- Operations Management
- Financial Management

## RESEARCH EXPERIENCE

## Supply Chain Management Department, Rutgers University

**Supply Chain Analytic Projects** *2023 - 2024*
*Data Analyst (ongoing projects)*
- Collaborated with local logistics companies
- Generated dynamic freight route maps and proposed cost prediction models

**Supply Chain Visibility** *2018-2019*
*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** *2017 - 2018*
*Research Assistant*
- Analyzed the impact of team performance on ticket sales

## Psychology Department, Rutgers University *2016 - 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** *2018*

    - Optimized the procedures of tutoring and the survey questions

## PROFESSIONAL ACTIVITIES

**Session Chair**
2023 INFORMS Annual Meeting, Phoenix, Arizona

**Journal Reviewer**
Journal of Healthcare Management
International Journal of Health Policy and Management
Scientific Reports

**Mentor**
Beta Gamma Sigma Mentorship Program

**University Activities**
University Graduation Ceremony

## AWARDS & HONORS

**Rutgers University**

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| 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**

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| Third Prize Scholarship | *2014* |

## PROFESSIONAL AFFILIATIONS

INFORMS Member

## RESEARCH & TEACHING WORKSHOPS

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
Online Doctoral Workshop on Supply Chain Analytics, 2020, 2021, 2022, 2023

## 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, Microsoft Access, SAP/ERP, Tableau, SPSS

**Certifications** Microsoft Excel Certified, Lean Six Sigma Green Belt Certified