Zheng Zeng

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Rutgers Business School   Email: zzeng@business.rutgers.edu
Rutgers University

RESEARCH INTERESTS

Data Analytics in Healthcare Management, Supply Chain Management, Health Policy

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

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 Prescriptions and Physicians Prescribing Behavior? An 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

RESEARCH GRANTS

Rutgers University

Ph.D. Fellowship	*2018 - 2022*
Alfred J. Battaglia Memorial Fellowship	*2021, 2022*
Ph.D. Student Publication Award	*2021*
PhD Summer Scholarship	*2020*
Deans Competition for Summer Ph.D. Research Assistants	*2019*

AWARDS & HONORS

Rutgers University

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

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