

# Zheng Zeng

Ph.D. Candidate  
Rutgers Business School  
Rutgers University

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<https://scutcathy.github.io>

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## 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 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

**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