

Zheng Zeng

Ph.D. Candidate
Rutgers Business School
Rutgers University

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<https://scutcathy.github.io>

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

Ph.D. Summer Scholarship

2020

Dean's 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