

WEIMING ZHU
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EXPERIENCE

HKU Business School, The University of Hong Kong Associate Professor	Hong Kong, China 2022 - Present
IESE Business School, University of Navarra Associate Professor Assistant Professor	Barcelona, Spain 2022 - 2022 2016 - 2022
Institute for Data, System and Society, MIT Visiting Scholar	Cambridge, MA 2018 - 2020
Kellogg Business School, Northwestern University Visiting Scholar	Evanston, IL 2017
AI Group, Meituan Consultant	Beijing, China 2021 - Present

EDUCATION

University of Maryland, R.H Smith School of Business Ph.D., Operations Management	College Park, MD 2016
Hong Kong University of Science and Technology B.Sc., Physics (First Class Honors)	Hong Kong, China 2011

RESEARCH INTERESTS

Empirical Operations Management
Economics of Operations Management
The Sharing Economy
Operations - Finance interface

PUBLICATIONS

1. Buyer Intermediation in Supplier Finance (with Tunay I. Tunca). *Management Science*.
 - *Winner*, MSOM iFORM SIG Best Published Paper Award, 2019.
 - *First Prize*, POMS Supply Chain Student Paper Competition, 2016.
 - *Finalist*, MSOM Student Paper Competition, 2016.

- *Honorable Mention*, CSAMSE Best Paper Award, July 2015.
 - Selected for iForm SIG, MSOM Conference, 2015.
2. The Alibaba Effect: Spatial Consumption Inequality and Welfare Gains from e-Commerce (with Jingting Fan, Lixin Tang and Ben Zou). *Journal of International Economics*.
 - *Featured at Voxdev.org*
 3. The Incentive Game under Target Effects in Ridesharing: A Structural Econometric Analysis (with Xirong Chen, Zheng Li and Liu Ming). *Me&SOM*.
 - *Honorable Mention*, CSAMSE Best Paper Award, July 2017.
 4. Estimating and Optimizing the Impact of Photo Assortment in Sharing Economy (with Hanwei Li, David Simchi-Levi and Michelle Wu). *Management Science*.
 - *Second Prize*, 2021 INFORMS Service Science Best Paper Award Competition
 5. Improving Channel Efficiency through Financial Guarantees by Large Supply Chain Participants (with Tunay I. Tunca), 2017. *Foundations and Trends® in Technology, Information and Operations Management* 10, no. 3-4 (2017), pp.289-304.

WORKING PAPERS

1. An Empirical Analysis of Market Formation, Pricing, and Revenue Sharing in Ride-Hailing Services (with Liu Ming, Tunay I. Tunca and Yi Xu). *Under review*.
2. When less is more and more is more: Consideration Sets Formation and Purchase Behavior in Online Assortments. (with Diego Aparicio and Drazen Prelec). Major revision at *Me&SOM*.
3. Learning Optimal Policy via Profit-driven Experimental Design (with Yuhao Wang). *Under review*.
4. Price Competition and Assortment Display in Online Marketplaces (with Hongyu Chen, Hanwei Li, David Simchi-Levi and Michelle Wu). *Under review*.
5. Retailer Initiated Inventory-Based Financing (with Hongyu Chen). *Under review*.
 - Selected for iForm SIG, MSOM Conference, 2022.
6. Rider Behavior and Efficiency of Bike Sharing Systems (with Huan Cao, Tunay I. Tunca and Jianfeng Lin). *In preparation*.
7. The Effectiveness of Supplier Buy Back Finance: Evidence from Chinese Automotive Industry (with Daehoon Noh, Tunay I. Tunca and Bin Yang). *In preparation*.
8. Improving Revenue through Improving System Performance in Bike Sharing. (with Huan Cao and Tunay I. Tunca). *In preparation*.

9. Operations Management in the Sharing Economy: Review and New Research Directions. (with Daehoon Noh, Liu Ming, Tunay I. Tunca, Yi Xu). *In preparation*

OTHER PUBLICATIONS

1. Rethinking Supply Chains after COVID-19 (with Weiyin Yang). *IESE Business School Insight* (157), pp. 56-63.
2. Polydimethylsiloxane-Integratable Micropressure Sensor for Microfluidic Chips, 2009, (with Limu Wang, Mengying Zhang, Min Yang, Jinbo Wu, Xiuqing Gong, and Weijia Wen), *Biomicrofluidics* **3**, 034105; doi: 10.1063/1.3230500.

CASES

1. COVID-19 Management at Vall d'Hebron University Hospital (with Ribera J., J., Arnal, L., Cebrián, M., Esquerdo, M., Markakis, M.). *IESE*, P-1192-E.

TEACHING

- MBA Courses:
 - MBA, Operations Management (Barcelona)
 - MBA, Operations Strategy (Barcelona)
 - MBA, Global Operations (International Module, Shanghai)
 - EMBA, Operations Management (Barcelona)
 - EMBA, Global Operations (International Module, Shanghai)
 - GEMBA, Global Operations (International Module, New York)
- Executive Education
 - AMP, Operations Management (International Module, Warsaw)
 - PMD, Operations Management (Barcelona)
 - BAP, Operations Management (Munich)
- Custom Program
 - BMW ReadyGO (Online)

INVITED PRESENTATIONS

- Price Competition and Assortment Display in Online Marketplaces:
 - M&SOM Annual Conference, Munich, June 2022
 - INFORMS Annual Meeting, Virtual, October 2021
- Estimating and Optimizing the Impact of Photo Assortment in Sharing Economy:

- INFORMS Annual Meeting, Virtual, October 2021
- The 10th International Annual Conference of the Chinese Scholars Association for Management Science and Engineering (CSAMSE), Virtual, 2021
- European TOM Virtual Seminar Series, Virtual, February 2021
- INFORMS Annual Meeting, Virtual, November 2020
- M&SOM Annual Conference, Singapore, June 2019
- Annual POMS conference, Washington D.C., May 2019
- IDSS, MIT, Cambridge, MA, April 2019
- Retailer Initiated Inventory-Based Financing
 - iForm SIG, M&SOM Annual Conference, Munich, June 2022
 - Annual POMS conference, Washington D.C., May 2019
 - INFORMS Annual Meeting, Phoenix, AZ, November 2018
 - IDSS, MIT, Cambridge, MA, April 2018
- The Incentive Game under Target Effect in Ride Sharing Markets:
 - Nanyang Technological University, Online, September 2021
 - London Business School, England, April 2019
 - INFORMS Annual Meeting, Phoenix, AZ, November 2018
 - Annual POMS conference, Houston, TX, May 2018
 - INFORMS Annual Meeting, Houston, TX, November 2017
 - The 10th International Annual Conference of the Chinese Scholars Association for Management Science and Engineering (CSAMSE), Hefei, China, July 2017
- Empirical Analysis of Price Formation, Utilization, and Value Generation in Ride Sharing Service:
 - INFORMS Annual Meeting, Phoenix, AZ, November 2018
 - Annual POMS conference, Houston, TX, May 2018
 - INFORMS Annual Meeting, Houston, TX, November 2017
- Buyer Intermediation in Supplier Finance:
 - INFORMS Annual Meeting, Nashville, TN, November 2016
 - Annual POMS conference, Orlando, FL, May 2016
 - Annual POMS conference, Washington D.C., May 2015
 - INFORMS Annual Meeting, Philadelphia, PA, November 2015
 - The 8th International Annual Conference of the Chinese Scholars Association for Management Science and Engineering (CSAMSE), Shenyang, China, July 2015
 - Annual POMS conference, Washington D.C., May 2015
 - Trans-Atlantic Doctoral Conference, London, England, May 2015

- iForm SIG, M&SOM Annual Conference, Toronto, Canada, June 2015 (presented by coauthor Tunay I. Tunca)
 - BCTIM Supply Chain Finance & Risk Management Workshop, Washington University, St. Louis, MO, May 2015 (presented by coauthor Tunay I. Tunca)
- The Effectiveness of Supplier Buy Back Finance: Theory and Evidence:
 - INFORMS Annual Meeting, Nashville, TN, November 2016
 - The 9th International Annual Conference of the Chinese Scholars Association for Management Science and Engineering (CSAMSE), Hefei, China, July 2016
 - Annual POMS conference, Orlando, FL, May 2016
 - INFORMS Annual Meeting, Philadelphia, PA, November 2015 (presented by coauthor Tunay I. Tunca)
- The Alibaba Effect: Spatial Consumption Inequality and Welfare Gains from e-Commerce:
 - NBER Summer Institute, Economics of Information Technology and Digitization Workshop, Cambridge, MA, July 2016 (presented by coauthor Ben Zou)
 - NBER Chinese Economy Working Group Meeting, Shenzhen, China, May 2016 (presented by coauthor Ben Zou)
 - Urban Economic Association Annual Meeting, Portland, OR, November 2015 (presented by coauthor Ben Zou)
 - Midwest Economic International Trade Conference, Columbus, OH, April, 2015 (presented by coauthor Lixin Tang)

AWARDS AND HONORS

- *Second Prize*, 2021 INFORMS Service Science Best Paper Award Competition
- IESE Research Excellence Award, 2021
- *Winner*, MSOM iFORM SIG Best Paper Award, 2019
- *Honorable Mention*, Chinese Scholars Association in Management Science and Engineering (CSAMSE), Best Paper Award, July 2017
- *Finalist*, MSOM Student Paper Competition, November 2016
- *First Prize*, POMS Supply Chain Student Paper Competition, May 2016
- *Honorable Mention*, Chinese Scholars Association in Management Science and Engineering (CSAMSE), Best Paper Award, July 2015
- Invited presentation at the Trans-Atlantic Doctoral Conference, London, England, May 2015
- *Alibaba Running Water* Project funding, *The Alibaba Effect: Spatial Consumption Inequality and Welfare Gains from e-Commerce*, April 2015

- Outstanding Graduate Assistantship Award, University of Maryland, 2015
(Awarded to top 2% of Graduate Assistants at the University of Maryland)
- Dean's Fellowship, University of Maryland, 2011-present
- Dean's List, HKUST, 2009, 2010, 2011
- Physics Department Scholarship, HKUST, 2007-2011