

Enrico Laoh, *PhD(cand.)*

IISE Lisa Zaken Award for Excellence Awardee
Roy and Virginia Dorrough Distinguished Graduate Fellow
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Key Competencies

Data-driven Decision-making	Collaborative Artificial Intelligence	Spatial Analysis
Business Analytics	Blockchain Technology	Text Mining
Visualization and Storytelling	Optimization	Customer Segmentation
Machine Learning	Time Series Analysis	Lifetime Value Analysis

Experience

APPLIED MACHINE LEARNING TECHNOLOGY FOR TIME SERIES DATA ANALYTICS

Demand Forecasting Model for Airline Industry (*United Airlines, Inc.*)

- Observing the pricing model and understanding the effect of demand forecasting.
- Updating the demand forecasting model and testing novel variables extracted from internal databases and external potential influence.
- Successfully reduced the forecasting MAPE by ~2%.

HIGH-STAKE DECISION SUPPORT SYSTEM

Collaborative AI in Healthcare for a Robust Disease Prediction (*Oklahoma State University*)

- Developing machine learning models incorporating trust issues for risk-sensitive decision-making.
- Implementing a collaborative AI approach to increase the performance while validating the prediction.
- Designing a continuous human and AI learning framework.
- Testing the model's robustness over different data sets.
- Funded by NIH under a \$ 1.2M research grant for advanced data science in health research.

ADVANCED TECHNOLOGY FOR SUPPLY CHAIN DESIGN

Blockchain Technology for Transparency in Supply Chain Network (*Universitas Indonesia*)

- Enhancing trust and transparency by ensuring confidential, immutable, and secure transactions.
- Improving transaction efficiency by enabling fast transaction speeds and effective data transfer.
- Reducing the risk of non-compliance process by providing a reliable validation mechanism.

Education

- **Doctor of Philosophy**, *Industrial Engineering and Management*, Oklahoma State University, Expected 05/2025
- **Master of Science**, *Industrial Engineering and Management*, Oklahoma State University, GPA 4.00/4.00
- **Graduate Certificate**, *Business Analytics and Data Science*, Oklahoma State University, GPA 4.00/4.00

Leadership

- **Vice President**, *GP Student Government Association*, Oklahoma State University
- **President**, *INFORMS OSU Chapter*, Operation Research and Management Science Society

