

Hailong Sun

CONTACT INFORMATION	Institute of Operations Research and Analytics National University of Singapore 3 Research Link, 117602, Singapore	☎ +65 8431 5336 ✉ hailong.sun@u.nus.edu 🌐 https://hl-sun.github.io
RESEARCH INTERESTS	Stochastic and Robust Optimization; Data-driven Decision Making; Online Learning and Online Convex Optimization; Pricing Analytics and Revenue Management; Discrete Choice Modeling; Analytics for Social Good	
EDUCATION	National University of Singapore , Singapore PhD Candidate in Operations Research <ul style="list-style-type: none">• Thesis: “Bundle Design and Pricing: Theory and Applications”• Advisors: Chung Piaw Teo and Xiaobo Li	Aug. 2017 – Jun. 2022 (expected)
	South China University of Technology , Guangzhou, China M.Eng. in Management Science and Engineering	Sep. 2014 – Jul. 2017
	Ocean University of China , Qingdao, China B.Eng. in Environmental Engineering	Sep. 2007 – Jun. 2011
JOURNAL PUBLICATIONS	“Convex Optimization for Bundle Size Pricing Problem”, with Xiaobo Li and Chung Piaw Teo. <i>Management Science</i> , 2022 [link] <ul style="list-style-type: none">• Preliminary version: <i>Proceedings of ACM Conference on Economics and Computation (EC)</i>, 2020	
WORKING PAPERS	“On the Design and Pricing of A Single Bundle”, with Xiaobo Li and Chung Piaw Teo. Under revision, 2021 [link] “Product and Ancillary Pricing Optimization: Market Share Analytics via Perturbed Utility Model”, with Xiaobo Li and Chung Piaw Teo. Under review, 2021 [link] “Robust Capacity Planning and Battery Charging Policy for Electric Vehicle Battery Swap Station”, with Bo Feng and Zuo-Jun Max Shen. Under revision, 2020 [link] “Airline Fare Family Pricing under Cross Moment Model”, with Changchun Liu, Maoqi Liu and Chung Piaw Teo, 2021	
WORK-IN-PROGRESS	“Data-Driven SKU Rationalization for Food Bank Singapore”, with Victor Fernandez and Chung Piaw Teo, 2021	
WORK EXPERIENCE	Singapore Airlines , Singapore Revenue Management Intern <ul style="list-style-type: none">• Developed models and algorithms for fare family pricing and network revenue management.	Summer 2018
	Microsoft (China) , Guangzhou, China Online Advertising Intern <ul style="list-style-type: none">• Worked on a consulting project to build data management platform for an advertisement company.	Jan. 2017 – May. 2017

	HAIWAN Engineering , Qingdao, China Design Engineer	Aug. 2011 – Jul. 2014
	<ul style="list-style-type: none"> • Worked on design projects to make layout and logistics planning for chemical and power plant construction. 	
TEACHING EXPERIENCE	<p>Tutor</p> <ul style="list-style-type: none"> • IE4211 Modeling and Analytics (undergraduate) Spring 2020 <p>Teaching Assistant</p> <ul style="list-style-type: none"> • DBA4811/DAO4213 Analytical Tools for Consulting (undergraduate) Spring 2022 • BDC6248/IE6881 Pricing and Revenue Management (PhD) Fall 2019 • BDC5101 Deterministic Operations Research Models (MSBA) Spring 2019 • DAO1704 Decision Analytics using Spreadsheets (undergraduate) Fall 2018 	
CONFERENCE PRESENTATION	<p>Convex Optimization for Bundle Size Pricing Problem</p> <ul style="list-style-type: none"> • The 21st ACM Conference on Economics and Computation (EC), online Jul. 2020 • INFORMS Annual Meeting, Seattle Oct. 2019 • Mostly OM Workshop, Shenzhen Jun. 2019 • CSAMSE, online Jul. 2021 <p>Bundle Recommendation and Pricing: A Simple Mechanism and Its Optimization</p> <ul style="list-style-type: none"> • MSOM Conference, online Jun. 2021 • INFORMS Revenue Management and Pricing Section Conference, online Jun. 2021 • CSAMSE, online Jul. 2021 	
HONORS AND AWARDS	<p>NUS Research Scholarship 2017 – 2021</p> <p>SCUT Academic Scholarship 2014 – 2017</p>	
COMPUTER SKILLS	Python, R, MATLAB, Gurobi, Mosek, L ^A T _E X	
REFERENCES	<p>Chung Piaw Teo (Advisor) Professor NUS Business School National University of Singapore Email: bizteocp@nus.edu.sg</p> <p>Zizhuo Wang Associate Professor School of Data Science The Chinese University of Hong Kong, Shenzhen Email: wangzizhuo@cuhk.edu.cn</p>	<p>Xiaobo Li (Advisor) Assistant Professor Department of ISEM National University of Singapore Email: iselix@nus.edu.sg</p>