

# Xiao Lei 雷曉

---

|                     |                                                                                                                                                                                                                                                                                                                           |                                                                                                                                     |
|---------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------|
| CONTACT INFORMATION | Flat 817 K.K. Lueng Building<br>University of Hong Kong<br>Hong Kong, China                                                                                                                                                                                                                                               | <i>Phone:</i> +852-9509 7242<br><i>Email:</i> xlei@hku.hk<br><i>Homepage:</i> <a href="http://xiao-lei.org">http://xiao-lei.org</a> |
| EMPLOYMENT          | <b>HKU Business School, University of Hong Kong</b>                                                                                                                                                                                                                                                                       | Hong Kong                                                                                                                           |
|                     | Assistant Professor in Innovation & Information Management (OM Area)                                                                                                                                                                                                                                                      | Sep 2022-                                                                                                                           |
| EDUCATION           | <b>Columbia University</b>                                                                                                                                                                                                                                                                                                | New York, NY                                                                                                                        |
|                     | Ph.D. in Operations Research                                                                                                                                                                                                                                                                                              | Jul 2022                                                                                                                            |
|                     | M.S. in Operations Research                                                                                                                                                                                                                                                                                               | Feb 2018                                                                                                                            |
|                     | <b>University of International Business and Economics</b>                                                                                                                                                                                                                                                                 | Beijing, China                                                                                                                      |
|                     | B.S. in Financial Engineering                                                                                                                                                                                                                                                                                             | Jun 2016                                                                                                                            |
| RESEARCH INTERESTS  | Digital Economy, People-centric Operations, Revenue Management, Responsible Operations                                                                                                                                                                                                                                    |                                                                                                                                     |
| INDUSTRY EXPERIENCE | Activision (video games, 2020, 2024, 2025), Beifei Technology (K12 Education, 2023), Beststudy Education (K12 Education, 2024-present), Boyaa (online card games, 2024, 2025), FingerTango (video games, 2023-present), Lane Crawford (luxury retailer, 2023), Tencent Marketing Solutions (advertisement, 2023-present). |                                                                                                                                     |

WORKING PAPERS “Pricing and Addiction Control for Digital Services”, with Jiacheng Chang and Feng Tian.

- Conference Version: **WINE 2025**.
- Second Place, INFORMS Behavioral OM Best Working Paper Award, 2025.
- Finalist for Jiacheng Chang, POMS-HK Best Student Paper Award, 2025.

“Experimental Design in Live-Interaction Platforms”, with Chenran Weng and Nian Si.

“Regulating Discriminatory Pricing in the Presence of Tacit Collusion”, with Zongsen Yang and Pin Gao.

- Conference Version: **WINE 2024**.
- Finalist for Zongsen Yang, INFORMS Service Science Best Student Paper Award, 2024.

“Content Rotation in the Presence of Satiation Effects”, with Beichen Wan and Shixin Wang.

“Taste of Free Lunch: The Impact of Free Product Disclosure on Review Dynamics”, with Yimin Yin and Yipu Deng.

“Herding, Learning and Incentives for Online Reviews”, with Rajeev Kohli, Yimin Yin and Yeqing Zhou.

#### PUBLICATIONS

“Matchmaking Strategies for Maximizing Player Engagement in Video Games”, with Mingliu Chen and Adam Elmachtoub. *Management Science*, *forthcoming*.

- Conference Version: *EC 2022*.
- Third Place, INFORMS Service Science Best Student Paper Award, 2024.
- Honorable Mention, INFORMS George Dantzig Dissertation Award, 2023 (part 3 of 3).

“Price Discrimination with Fairness Constraints”, with Maxime Cohen and Adam Elmachtoub. *Management Science* (2022).

- Conference Version: *FAccT 2021*.
- Invited to present at the Financial Conduct Authority (FCA) of UK.
- Featured article in Management Science 2022 December Issue.
- Spotlight presentation at INFORMS RMP Conference 2021.
- INFORMS RMP Section Prize, 2025.
- Finalist, INFORMS RMP Jeff McGill Student Paper Award, 2022.
- Honorable Mention, INFORMS George Dantzig Dissertation Award, 2023 (part 2 of 3).

“Loot Box Pricing and Design”, with Ningyuan Chen, Adam Elmachtoub and Michael Hamilton. *Management Science* (2021).

- Conference Version: *EC 2020*.
- Invited to present at the Federal Trade Commission (FTC) Workshop on Consumer Issues Related to Loot Boxes, 2019 (one of four research papers selected).
- First Place, INFORMS Service Science Best Student Paper Award, 2019.
- Honorable Mention, INFORMS George Dantzig Dissertation Award, 2023 (part 1 of 3).

“Pricing of Reusable Resources under Ambiguous Distributions of Demand and Service Time with Emerging Applications”, joint with Vinh Xuan Doan and Siqian Shen. *European Journal of Operational Research* (2020).

“Dynamic Pricing and Learning with Competition: Insights from the Dynamic Pricing Challenge at the 2017 INFORMS RM & Pricing Conference”, with Ruben van de Geer, Arnoud V. den Boer, Christopher Bayliss, Christine S. M. Currie, Andria Ellina, Malte Esders, Alwin Haensel, Kyle D. S. Maclean, Antonio Martinez-Sykora, Asbjørn Nilsen Riseth, Fredrik Ødegaard and Simos Zachariades. *Journal of Revenue and Pricing Management* (2019).

“Stochastic Maximum Flow Interdiction Problems under Heterogeneous Risk Preferences”, with Siqian Shen and Yongjia Song. *Computers & Operations Research* (2018).

HONORS AND AWARDS

INFORMS Revenue Management & Pricing Section Prize, 2025 (“for the best contribution to the science of pricing and revenue management” in the past five years).

*Second Place*, INFORMS Behavioral OM Best Working Paper Award, 2025.

*Finalist* for Jiacheng Chang, POMS-HK Best Student Paper Award, 2025

*Finalist* for Zongsen Yang, INFORMS Service Science IBM Best Student Paper Award, 2024.

*Honorable Mention*, INFORMS George B. Dantzig Dissertation Award, 2023

*Third Place*, INFORMS Service Science IBM Best Student Paper Award, 2022.

*Finalist*, INFORMS RMP Jeff McGill Student Paper Award, 2022

*Third Prize*, CSAMSE Best Paper Award, 2021

*First Place*, INFORMS Service Science IBM Best Student Paper Award, 2019

*First Place*, Dynamic Pricing Challenge of INFORMS RMP Conference, 2017

STUDENTS

Doctoral Collaborators:

- Mingfei Jiang, PhD at HKU (advisor, co-supervised with Max Shen), 2024-
- Yimin Yin, PhD at HKU (advisor), 2024-
- Mingqing Cai, PhD at HKU (advisor, co-supervised with Zhixi Wan), 2023-
- Jiacheng Chang, PhD at HKU (advisor), 2022-
- Zongsen Yang, PhD at CUHK-Shenzhen (coauthor), 2022-

Pre-doc Mentee:

- Leang Sun (UCL BS → UCL MKT PhD)
- Beichen Wan (Columbia MS → UNC STOR PhD)
- Chenran Weng (USTC BS → Berkeley IEOR PhD)
- Yimin Yin (SJTU BS → HKU OM PhD)

TEACHING EXPERIENCE

**University of Hong Kong**

*Instructor*

- MSBA7028 Deep Learning (MSc elective): Spring 2023-2025

- IIMT2641 Introduction to Business Analytics (BSc core): Spring 2023-2025

### **Columbia University**

#### *Instructor*

- Graph Theory by Example, Columbia Science Honors Program: Fall 2020, Spring 2021

### ACADEMIC SERVICES

Ad-hoc reviewer for *Management Science*, *Operations Research*, *Manufacturing & Service Operations Management*, *Production and Operations Management*, *INFORMS Journal on Computing*, *European Journal of Operational Research*, *Operations Research Letters*.

Program committee member for *Fairness, Accountability, and Transparency (FAccT)* (2022,2023), *Conference on Web and Internet Economics (WINE)* (2023,2024), *ACM Conference on Economics and Computation (EC)* (2024,2025), *ACM Web Conference (WWW)* (2026), *MSOM Service SIG Conference* (2024).

Competition judge for *POMS-HK Best Student Paper Award* (2023,2024), *INFORMS Service Science Best Student Paper Award* (2023), *CSAMSE Best Paper Competition* (2024, 2025).

Cluster chair for INFORMS 2026 RMP Cluster, session chair for *INFORMS Annual Meeting* (2021,2023-2025), *CSAMSE Conference* (2023), *POMS-HK Conference* (2023-2025).

### INVITED TALKS

#### *Invited Seminar Presentations by Institution Names:*

- The George Washington University (School of Business), 2025
- University of Miami (Herbert Business School), 2025
- Hong Kong University of Science and Technology (IEDA), 2025
- Nanjing University (School of Engineering Management), 2024
- Shandong University (School of Management), 2024
- Shanghai University of Finance and Economics (Research Institute for Interdisciplinary Sciences), 2023
- Zhejiang University (School of Management), 2023
- Shanghai Jiao Tong University (Antai College of Economics and Management), 2023
- University of British Columbia (Sauder School of Business), 2023
- Tsinghua University (School of Economic and Management), 2023
- Renmin University of China (RUC Business School), 2023
- Chinese University of Hong Kong (CUHK Business School), 2023
- Chinese University of Hong Kong - Shenzhen (School of Data Science), 2023
- The Hong Kong Polytechnic University (Faculty of Business), 2022
- City University of Hong Kong (College of Business), 2022
- Singapore Management University (Lee Kong Chian School of Business), 2022
- Chinese University of Hong Kong (System Engineering and Engineering Management), 2022
- University of Hong Kong (HKU Business School), 2022

- National University of Singapore (NUS Business School), 2022
- New York University (NYU Shanghai & Stern School of Business), 2022
- University of Texas - Dallas (Jindal School of Management), 2022
- University of Michigan - Ann Arbor (Ross School of Business), 2022
- Massachusetts Institute of Technology (Sloan School of Management), 2022
- University of Pennsylvania (Wharton School of Business), 2021
- Hong Kong University of Science and Technology (IEDA & HKUST Business School), 2021

*Invited Industry Presentations by Company Names:*

- Financial Conduct Authority (FCA) of UK, 2025
- Activision, 2024
- Beststudy Education, 2024
- FunTaste, 2023
- FingerTango, 2023
- Tencent Marketing Solution, 2023
- Riot Games, 2021
- Activision, 2021
- NetEase Games (Thunder Fire UX Research Center), 2021
- ByteDance (Nuverse Games), 2021

*Other Conference Presentations by Years:*

- 2025: Durham Young-Scholar Workshop, INFORMS
- 2024: MSOM, RMP, INFORMS
- 2023: INFORMS, RMP, MSOM, POMS-HK, CUHK-CUHK SZ joint OM Workshop
- 2022: INFORMS, RMP, EC
- 2021: INFORMS, RMP, MSOM, POM, FAccT, CSAMSE
- 2020: INFORMS, RMP, MSOM, EC, MD4SG, TADC

**MEDIA COVERAGE Content Creator:**

I am a popular science content creator on *Zhihu*, a Chinese knowledge-sharing platform. I have 50K+ followers and my non-academic articles for OM papers have received 1.5M+ reads.

**Interviews:**

携程遭遇中国反垄断调查 盘点中外“大数据杀熟”整治  
*BBC News 中文网*, Jan 20 2026.

Deliveroo exit could heighten scrutiny of Keeta, Foodpanda  
*Hong Kong Business*, Apr 3 2025.

Will China Ease Its New Video Game Controls? Investors Think So.  
*The New York Times*, Dec 27 2023.

The next big video game Easter Egg is ...O.R.?  
*Resoundingly Human* (INFORMS official podcast), Jun 1 2023.

**Contributed Articles:**

动态定价如何在解决游戏成瘾问题中实现“双赢”?  
*Financial Times* 中文网, Apr 2 2025.

免费午餐的味道：免费产品披露对评论系统的影响  
*Financial Times* 中文网, Oct 17 2024.

算法孪生：从大数据杀熟到隐性合谋  
*Financial Times* 中文网, Sep 5 2024.