Wichinpong **Park Sinchaisri**

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Academic Positions

Assistant Professor, Haas School of Business, University of California, Berkeley

Operations and Information Technology Management   7/2021–

- – *Affiliate*, Berkeley Artificial Intelligence Research (BAIR)
- – *Affiliate*, Center for the Theoretical Foundations of Learning, Inference, Information, Intelligence, Mathematics, and Microeconomics at Berkeley (CLI^{3}M^{2}B)

Lecturer, The Wharton School, University of Pennsylvania

Operations, Information, and Decisions   7/2021–8/2021

Education

The Wharton School, University of Pennsylvania

Ph.D. in Operations, Information, and Decisions   9/2016–5/2021

A.M. in Statistics

Certificate in Social, Cognitive, and Affective Neuroscience

Penn Institute for Urban Research Scholar/Wharton Social Impact Fellow

Massachusetts Institute of Technology

S.M. in Computational Science and Engineering   9/2013–2/2016

Kaufman Teaching Certificate Program

Brown University

Sc.B. in Computer Engineering and Applied Mathematics-Economics   9/2008–5/2012

Tau Beta Pi, Sigma Xi, Omicron Delta Epsilon

Research

PUBLICATIONS/PAPERS ACCEPTED FOR PUBLICATION

1. **Sinchaisri WP**, Jensen ST. 2021. Community Vibrancy and Its Relationship with Safety in Philadelphia. *PLoS ONE* 16(12): e0257530. https://doi.org/10.1371/journal.pone.0257530
   - 2018–2020 Wharton Social Impact Initiative Fellowship

2. Allon, G, Cohen, M, **Sinchaisri WP**. 2023. The Impact of Behavioral and Economic Drivers on Gig Economy Workers. *Manufacturing and Service Operations Management* 25(4):1376-1393. https://doi.org/10.1287/msom.2023.1191
   - Winner: 2019 Academy of Management Best Paper in Operations and Supply Chain Management
   - 2nd Place: 2019 People Analytics Conference Research Paper Competition
   - 3rd Place: 2019 INFORMS Behavioral Operations Management Best Working Paper
   - Finalist: 2020 POMS College of Behavioral Operations Junior Scholar Paper Competition
   - Accepted to 2019 SIG Service Management at MSOM Conference

PAPERS UNDER REVIEW/REVISION

3. Improving Human Sequential Decision-Making with Reinforcement Learning
    (Previous titles: "Improving Human Decision-Making with Machine Learning" and
    "Learning Best Practices: Can Machine Learning Improve Human Decision-Making?")
    - Coauthors: Hamsa Bastani, Osbert Bastani
    - Outlet: Major Revision at *Management Science*
    - Winner: 2022 INFORMS Data Mining Best Paper Competition
    - Winner: 2022 Workshop on Information Systems and Economics Best Conference Paper
    - Winner: 2021 INFORMS Behavioral Operations Management Best Working Paper Award
    - 2nd Place: 2021 INFORMS TIMES Best Working Paper Award
    - 2nd Place: 2021 POMS College of Behavioral Operations Junior Scholar Paper Competition
    - Finalist: 2023 POMS OPEX Junior Scholar Best Paper Competition
    - Finalist: 2022 INFORMS Service Science Best Cluster Paper Award
    - Accepted to 2021 SIG Service Management at MSOM Conference
    - Accepted to the Human-AI Collaboration in Sequential Decision-Making Workshop at ICML 2021

4. Markdown Pricing with Quality Perception
    - Coauthors: Rim Hariss, Georgia Perakis, Yanchong Karen Zheng
    - Outlet: Major Revision (2nd Round) at *Manufacturing and Service Operations Management*
    - Honorable Mention: 2017 MIT Operations Research Center Best Student Paper

5. Managing Multihoming Workers in the Gig Economy
    - Coauthors: Gad Allon, Maxime Cohen, Ken Moon
    - Outlet: Under Review at *Management Science*
    - Accepted to 2023 SIG Service Management at MSOM Conference
    - Selected as a Spotlight Presentation at 2022 INFORMS RMP Conference

6. Making ChatGPT Work for Me
    - Coauthor: Samantha Keppler, Clare Snyder
    - Outlet: Under Review at *CSCW*

WORKING PAPERS

7. Human-Centered AI for Sequential Decision-Making
    - Coauthor: Philippe Blaettchen
    - Outlet: In preparation for submission to *Management Science*

8. Understanding Non-Adoption of "Optimal" Algorithmic Tips for Problem Solving
    - Coauthor: David Lee
    - Outlet: In preparation for submission to *CSCW*

WORK IN PROGRESS

9. Improving Worker Learning in the Gig Economy (with Shunan Jiang)
10. Human-Centered AI for Pricing (with Olivia Natan)
11. Human-Centered AI for Education (with Samantha Keppler and Clare Snyder)

Selected Awards and Honors

Finalist, POMS College of Operational Excellence Junior Scholar Best Paper Competition	2023
Winner, INFORMS Data Mining Best Paper Competition	2022
Winner, Workshop on Information Systems and Economics Best Conference Paper	2022
Finalist, INFORMS Service Science Best Cluster Paper Award	2022
Winner, INFORMS Behavioral Operations Management Best Working Paper Award	2021
2nd Place, INFORMS TIMES Best Working Paper Award	2021
2nd Place, POMS College of Behavioral Operations Junior Scholar Paper Competition	2021
Finalist, POMS College of Behavioral Operations Junior Scholar Paper Competition	2020
Best Paper in Operations and Supply Chain Management, Academy of Management	2019
2nd Place, Wharton People Analytics Conference Research Paper Competition	2019
3rd Place, INFORMS Behavioral Operations Management Best Working Paper Award	2019
Excellence in Student and Community Engagement Award	2019
Goldberg Barclay Fellowship *(Best research in the area of entrepreneurship)*	2018
2nd Place, Wharton People Analytics Conference Case Competition	2018
Honorable Mention, MIT Operations Research Center Best Student Paper	2017
Albert M. Greenfield Intercultural Center Award	2017
Sigma Xi *(The Scientific Research Honor Society)*	2012
Karen T. Romers Undergraduate Teaching and Research Award	2011
Omicron Delta Epsilon *(International Economics Honor Society)*	2011
Tau Beta Pi *(Top 1/8th of Engineering juniors at Brown)*	2010
Converse Prize for General Excellence in Mathematics	2008
Fred Tuttle Prize for Excellence in Physics	2008
Tabor Book Award for Excellence in Statistics	2008

Selected Fellowships and Grants

Fisher Center for Business Analytics Research Grant ($12,000)	2023–
Center for Growth Markets Research Grant ($3,000)	2022–
Berkeley Artificial Intelligence Research (BAIR) Research Commons Funding ($60,000)	2021–
Mack Institute Research Fellowship ($11,500)	2019–2021
George James Term Fund Award ($500)	2019
Baker Retailing Center Research Grant ($5,000)	2018–2021
Russell Ackoff Doctoral Student Fellowship ($3,285)	2018–2021
Wharton Social Impact Initiative Fellowship ($5,000)	2018–2020
Wharton Doctoral Fellowship	2016–2021
MIT Graduate Research/Teaching Assistantship	2014–2016
UCLA IPAM Research in Industrial Projects Fellowship ($3,500)	2010

Invited Academic Talks

2024 Stanford GSB (Operations & Information Technology; scheduled)

2023 Chulalongkorn Business School; Shipt (Data Science); National Institute of Development Administration; NASA (Ames Research Center); Northwestern Kellogg; MIT Sloan (Initiative on the Digital Economy)

2022 Berkeley (Computational Social Science Forum), Berkeley Haas (MORS); Agoda (Customer Experience Group)

2021 Utah Eccles (OM&IS); NUS Business School (A&O); CSUN David Nazarian (Systems & OM); Bucknell Freeman (Business Analytics); MIT (Center for Transportation & Logistics); NEOMA Business School (SCM); Singapore University of Technology & Design (Engineering Systems & Design); UCL School of Management (O&T); UVA Darden (TOM); Berkeley Haas (Marketing/OITM); Penn (Center for Human Resources); Stanford (Changing Nature of Work PDW); UToronto Rotman (OM&Stats); Berkeley (Computational Social Science Forum)

2020 Penn (CIS); Wharton (Mack Institute/OIDD); Berkeley Haas (OITM); HKUST Business School (ISOM); Sungkyunkwan GSB (Decision Sciences); Notre Dame Mendoza (ITAO); CUHK Engineering (SEEM); Oxford Saïd (TOM); Boston College Carroll (Business Analytics); Singapore Management University LKCSB (OM); HEC Paris (IS&OM); Shanghai Jiao Tong Antai (Management Science)

2019 Wharton (Baker Retailing Center/Mack Institute); NYU Stern (IOMS); City of Philadelphia (Office of Innovation & Technology)

Invited Conference Presentations

2024 AI in Management Conference, POMS Annual Conference (×3); INFORMS Annual Meeting

2023 POMS-HK International Conference; HBS Data Science in a Digital World Workshop; POMS Annual Conference (×4); Service Management SIG; MSOM Conference; INFORMS Healthcare Conference; INFORMS Annual Meeting (×2)

2022 SJDM Annual Meeting; POMS Annual Conference (×3); Wharton/Columbia Management, Analytics, and Data Conference; CHI Workshop (Trust and Reliance in AI-Human Teams); Harvard Business School Data Science in a Digital World Workshop; Work in the Age of Intelligent Machine Summer Conference; INFORMS Revenue Management & Pricing Conference (Spotlight); MSOM Conference; Workshop on Empirical Research in Operations Management; INFORMS Data Science Workshop; INFORMS Annual Meeting (×3); Conference on Digital Experimentation at MIT (CODE); Workshop on Information Systems and Economics (WISE)

2021 POMS Annual Conference (×4); Service Management SIG; MSOM Conference; INFORMS Revenue Management & Pricing Conference; ICML Workshops (Human-AI Collaboration in Sequential Decision-Making/Reinforcement Learning for Real Life/Human in the Loop Learning); EC Workshop (Operations of People-Centric Systems); International Conference on Computational Social Science; AOM Annual Meeting; INFORMS Workshop on Data Mining and Decision Analytics; INFORMS Annual Meeting (×6); DSI Conference (×2); NeurIPS Workshops (Human and Machine Decisions/Human-Centered AI)

2020 Kellogg-Wharton Operations Management Workshop; Workshop on Empirical Research in Operations Management; INSEAD-Wharton Doctoral Consortium; INFORMS Workshop on Data Mining and Decision Analytics; INFORMS Annual Meeting (×4)

2019 Wharton People Analytics Conference; POMS Annual Conference (×2); Trans-Atlantic Doctoral Conference; Service Operations SIG; AOM Annual Meeting; INFORMS Annual Meeting (×4); Wharton-INSEAD Doctoral Consortium

2018 Wharton People Analytics Conference; Penn Institute for Urban Research Doctoral Symposium; Behavioral Decision Research in Management Conference; Behavioral Operations Conference; MSOM Conference; INSEAD-Wharton Doctoral Consortium; INFORMS Annual Meeting (×2)

2017 Wharton-INSEAD Doctoral Consortium; POMS Annual Conference; MSOM Conference

2016 INFORMS Revenue Management & Pricing Conference; Behavioral Operations Conference; INFORMS Annual Meeting

2015 MSOM Conference; INFORMS Annual Meeting

Teaching Experience

Instructor, Haas School of Business, University of California, Berkeley

EWMBA 204: Operations (Evening/Weekend MBA Core):
  Fall 2022 (*Evaluation:* 6.8/7), Fall 2024 (*Evaluation:* 6.9/7), Fall 2024

UGBA 141: Production and Operations Management (Undergraduate Business Administration Elective, Data Science *Business & Industrial Analytics* Domain Emphasis Elective)
  Spring 2022 (*Evaluation:* 6.8/7), Fall 2022 (*Evaluation:* 7/7), Fall 2024

UGIS 192B: Supervised Research: Social Sciences, Spring 2022 – Spring 2024

Instructor, The Wharton School, University of Pennsylvania

OIDD 001: Prescriptive Analytics (Wharton Pre-Baccalaureate Program), Summer 2021

Instructor/Mentor, The Wharton School, University of Pennsylvania

OIDD 299: Judgment and Decision Making Research Immersion (UG Elective), Spring 2019, Fall 2019, Spring 2020, Fall 2020, Spring 2021

Teaching Assistant, The Wharton School, University of Pennsylvania

OIDD 236: Scaling Operations in Technology Ventures (UG Elective), Spring 2021
OIDD 636: Scaling Operations: Linking Strategy and Execution (MBA Elective), Spring 2021
OIDD 611: Quality and Productivity (MBA/EMBA Core), Fall 2019, Spring 2020, Fall 2020, Spring 2021
Executive Education for The Vanguard Group (Lean Operations), Fall 2019
OIDD 615: Operations Strategy (EMBA Core), Spring 2019
OIDD 101: Introduction to Operations, Information, and Decision (UG Core), Fall 2018

Teaching Assistant, Massachusetts Institute of Technology

15.730: Data, Models, and Decisions (EMBA Core), Spring 2015 (*Evaluation:* 4.35/5)
1.200: Transportation Systems Analysis: Performance and Optimization (SM/PhD Core), Fall 2014 (*Evaluation:* 6.3/7), Fall 2015 (*Evaluation:* 6.4/7)

Teaching Assistant, Brown University

CSCI 40: Introduction to Scientific Computing and Problem Solving, Spring 2012
ENGN 900: Managerial Decision Making, Spring 2012

Service, Leadership, and Academic Activities

Refereeing Service for Journals/Conferences/Competitions

Journals: *Management Science*, *Manufacturing and Service Operations Management*, *Production and Operations Management*, *Machine Learning*, *Service Science*, *PLoS ONE*, *Naval Research Logistics*

Conferences: ACM EC (2024), MSOM Service Operations SIG (2020–2024), Wharton-INSEAD Doctoral Consortium (2018–2020), Wharton Innovation Doctoral Symposium (2019)

Competitions: INFORMS Data Mining Best Paper (2022–2023), INFORMS BOM Best Working Paper (2021–2023), POMS CBOM Best Junior Scholar Paper (2021, 2023–2024), INFORMS TIMES Best Working Paper (2020, 2023)

Organization of Sponsored/Invited Sessions in International Conferences

Technology, Innovation, and Entrepreneurship (TIE) SIG, INFORMS Annual Meeting   2024
Behavioral Operations Management, POMS Annual Conference   2024

Empirical Research in Operations Management, POMS Annual Conference	2024
Human-AI Interfaces in Operations Management, POMS Annual Conference	2022
Marketplace Design and Operations, INFORMS Annual Meeting	2021
Interpretable Data Mining Track, INFORMS Workshop on Data Mining and Decision Analytics	2020
Empirical Research in Operations Management Track, INFORMS Annual Meeting	2018

Other Service and Leadership

Moderator, Haas Mobility Summit	2023
Research Seminar Co-Organizer, UC Berkeley Haas OITM	2022–
Undergraduate Research Apprentice Program Faculty Mentor, UC Berkeley	2022–
Recruiting Committee, UC Berkeley Haas OITM	2021–
Panelist and Mentor, IDDEAS@Wharton	2020–2021
Panelist, US Department of Education *Upward Bound* Program	2020
Graduate Associate, Stouffer College House	2017–2021
Executive Board and PhD Student Mentor, Wharton Doctoral Council	2017–2021
OM Journal Club Coordinator, Wharton OID	2017–2019
Student Advisory Board, Weingarten Learning Resources Center	2016–2019
Mentor, Penn Graduate-Undergraduate Mentoring Program	2016–2017
President, Thai Students at MIT	2014–2015
Social Chair, MIT Association of Computational Science and Engineering Students	2014–2015
President, Brown Thai Students Association	2010–2011

Student Advising

Ph.D. Students

Hansheng Jiang '23, Berkeley IEOR (Teaching Mentor, Primary Advisor: Max Shen)
(Initial Placement: Rotman School of Management, University of Toronto)

Shunan Jiang '25, Berkeley IEOR (Co-Advisor: Max Shen)

Clare Snyder '25, Michigan Ross (Co-Author, Primary Advisor: Samantha Keppler)

Amy Guo '25, Berkeley IEOR (Committee Member, Primary Advisor: Max Shen)

Haoting Zhang '25, Berkeley IEOR (Committee Member, Primary Advisor: Zeyu Zheng)

Ziyang Liu '26, Berkeley IEOR (Committee Member, Primary Advisor: Rajan Udwani)

Undergraduate Students (Initial placement)

Berkeley: Amy Tran '27, Chelsea Choo '26, Camille Dang '26, Jessica Ng '26, Anish Sasanur '26, Chloe Wong '26, Lawrence Chen '25, Marcus Chua '25, Boyu (Boris) Fan '25, Nei (Alex) Fang '25, Seungho Jon '25, Edward Lee '25, Baoer Li '25, Jake Mok '25, Sahityasree Subramanian '25, Brandon Tang '25, Danica Tang '25, Enoch Tseng '25, Brandon Wong '25, Cheuk Ki (Jacky) Wong '25, Yutong Wu '25, Austin Zhu '25, Kristin Chen '24, James Cheng '24, Brandon Chin '24, Serena Gu '24, Sriharsha Gutta '24, Viviana Hu '24, Matthew Lee '24, Xiaowen Liu '24, Shomini Sen '24, Nathan Tran '24, Ron Wang '24, Daniel Wilson '24, Jacky Kwok '23 *(M.S. EECS, Berkeley)*, Laura Li '23 *(Master of Business Analytics, MIT)*, Nicole Liu '23 *(M.PH., Berkeley)*, Mingyuan Ma '23 *(S.M. Data Science, Harvard)*, Nick Melamed '23, Ethan Wang '23 *(M.S. Data Science, Berkeley)*, Kareena Wu '23 *(McKinsey)*, Stephen Yang '23 *(S.M. Computational Science and Engineering, Harvard)*, Yuanrui Zhu '23

Penn: Lorry Wu '23 *(Ph.D. Technology and Operations Management, Harvard)*, Stephen Lin '22 *(Master of Behavioral & Decision Sciences, Penn)*, Canary Zhu '21 *(Ph.D. Information Systems and Management, CMU)*, Arianna Samet '20, Sarah Kim '20

Others: Nahyun Kim '24 (Seoul National University)

Selected Consulting/Industry Experience

Research Advisor, **Shipt** (San Francisco, CA)   2022–
Research Advisor, **BMW** (Mountain View, CA)   2021–
Research Advisor, **PLG Partners** (Singapore)   2021–
Director of Marketing/Senior Advisor, **TEDxPenn** (Philadelphia, PA)   2017–2019
Data Scientist (Strategy & Operations), **Deloitte Consulting** (Boston, MA)   2016
Securities Strats Summer Analyst, **Goldman Sachs** (New York, NY)   2014
Software Engineer, **Oracle** (Redwood City, CA)   2012–2013
RIPS Summer Intern, **Symantec** (Los Angeles, CA)   2010

Skills

Mathematical/Statistical Tools: R, MATLAB, Mathematica, Gurobi
Programming: Java, Python, SQL, JavaScript, HTML, CSS
Languages: English (professional), Thai (native), Japanese (beginner, N5)