

Wichinpong Park Sinchaisri

Assistant Professor in Operations and IT Management
Haas School of Business, UC Berkeley
2220 Piedmont Avenue, Berkeley, CA 94720

parksinchaisri@berkeley.edu
<https://parksinchaisri.github.io>
Revised: October 8, 2024

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) Commons
- *Affiliate*, Center for the Theoretical Foundations of Learning, Inference, Information, Intelligence, Mathematics, and Microeconomics at Berkeley (CLI³M²B)

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

Dissertation Title: Managing the Gig Economy via Behavioral and Operational Lenses

Dissertation Committee: Gad Allon, Hamsa Bastani, Ken Moon, Serguei Netessine

Massachusetts Institute of Technology

S.M. in Computational Science and Engineering

9/2013–2/2016

Kaufman Teaching Certificate Program

Thesis Title: Pricing with Quality Perception: Theory and Experiment

Thesis Advisors: Georgia Perakis, Yanchong (Karen) Zheng

Brown University

Sc.B. in Computer Engineering and Applied Mathematics-Economics

9/2008–5/2012

Honors: Tau Beta Pi (Engineering), Omicron Delta Epsilon (Economics), Sigma Xi (Scientific Research)

Research Interests

Behavioral & data-driven operations management, human-AI interface, applied machine learning, future of work, gig economy, people analytics, urban analytics, computational social science, service operations

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
3. Making ChatGPT Work for Me
 - Coauthor: Samantha Keppler, Clare Snyder
 - Outlet: Accepted at *Computer-Supported Cooperative Work & Social Computing (CSCW)*

PAPERS UNDER REVIEW/REVISION

4. 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: Minor 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
5. 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
6. Managing Multihoming Workers in the Gig Economy
 - Coauthors: Gad Allon, Maxime Cohen, Ken Moon
 - Outlet: Under revision
 - Finalist: 2024 INFORMS TIMES Best Working Paper Award
 - Accepted to 2023 SIG Service Management at MSOM Conference
 - Selected as a Spotlight Presentation at 2022 INFORMS RMP Conference
7. AI versus Human Managers: Understanding the Impact of Algorithmic Management on Workers
 - Coauthor: Austin Zhu
 - Outlet: Submitted to *Strategic Management Journal*

WORKING PAPERS

8. Backwards Planning with Generative AI: Case Study Evidence from US K12 Teachers
 - Coauthor: Samantha Keppler, Clare Snyder

- Outlet: In preparation for submission
- 9. Driving with Algorithms: The Impact of Precision on Improving Human Sequential Decision-Making
 - Coauthor: Philippe Blaettchen
 - Outlet: In preparation for submission
- 10. Improving Worker Learning in the Gig Economy
 - Coauthor: Shunan Jiang
 - Outlet: In preparation for submission
- 11. Understanding the Productivity Implications of Working Side Jobs
 - Coauthor: NaHyun Kim
 - Outlet: In preparation for submission
- 12. Understanding Non-Adoption of “Optimal” Algorithmic Tips for Problem Solving
 - Coauthor: David Lee
 - Outlet: In preparation for submission

WORK IN PROGRESS

- 13. Understanding Human Managers’ Task Assignment and Its Impact on Worker Performance (with Tam Prateepamornkul)
- 14. Managing Competitive Multi-agent Environments with Recommendation Algorithms (with Bryce McLaughlin)

SELECTED OTHER WRITINGS

- 15. Baum, Alexander, Mariela Hernandez, and **Park Sinchaisri**. Tusculum Square: A Healing Gateway to Kensington. (2019) *Panorama*.

Awards and Honors

Finalist, INFORMS TIMES Best Working Paper Award	2024
The Earl F. Cheit Award For Excellence In Teaching, UC Berkeley Haas	2024
2023 Management Science Meritorious Service Award	2023
Finalist, POMS College of Operational Excellence Junior Scholar Best Paper Competition	2023
“Club 6” Teaching Excellence Recognition, UC Berkeley Haas	2022–2023
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
2022 Management Science Meritorious Service Award	2022
Winner, INFORMS Behavioral Operations Management Best Working Paper Award	2021
2 nd Place, INFORMS TIMES Best Working Paper Award	2021
2 nd 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
2 nd Place, Wharton People Analytics Conference Research Paper Competition	2019
3 rd Place, INFORMS Behavioral Operations Management Best Working Paper Award	2019
Excellence in Student and Community Engagement Award	2019
Goldberg Barclay Fellowship (<i>Best research in the area of entrepreneurship</i>)	2018

2 nd 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 (<i>The Scientific Research Honor Society</i>)	2012
Karen T. Romers Undergraduate Teaching and Research Award	2011
Omicron Delta Epsilon (<i>International Economics Honor Society</i>)	2011
Tau Beta Pi (<i>Top 1/8th of Engineering juniors at Brown</i>)	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

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

Dartmouth College, Tuck School of Business (Scheduled)	November 2024
AI Literacy for C-Suite Executives, Chulalongkorn University	August 2024
Sasin School of Management	May 2024
Chulalongkorn School of Integrated Innovation	Apr 2024
Stanford University, Graduate School of Business	Mar 2024
Massachusetts Institute of Technology, Initiative on the Digital Economy	Nov 2023
NASA, Ames Research Center	Sep 2023
Northwestern University, Kellogg School of Management	Sep 2023
National Institute of Development Administration	Aug 2023
Shipt, Data Science	Apr 2023
Chulalongkorn Business School	Jan 2023
Agoda, Customer Experience Group	Dec 2022
University of California, Berkeley, Haas School of Business (MORS)	Mar 2022
University of California, Berkeley, Computational Social Science Forum	Mar 2022
University of California, Berkeley, Computational Social Science Forum	Nov 2021
University of Toronto, Rotman School of Management	Oct 2021
Stanford University, Center for Work, Technology & Organization	Oct 2021

University of Pennsylvania, Center for Human Resources	Oct 2021
University of California, Berkeley, Haas School of Business (Marketing)	Sep 2021
University of Virginia, Darden School of Business	Jan 2021
University College London, School of Management	Jan 2021
Singapore University of Technology and Design	Jan 2021
NEOMA Business School	Jan 2021
Massachusetts Institute of Technology, Center for Transportation and Logistics	Jan 2021
Bucknell University, Freeman College of Management	Jan 2021
California State University, David Nazarian College of Business and Economics	Jan 2021
National University of Singapore, NUS Business School	Jan 2021
University of Utah, David Eccles School of Business	Jan 2021
Shanghai Jiao Tong University, Antai College of Economics and Management	Dec 2020
HEC Paris	Dec 2020
Singapore Management University, Lee Kong Chian School of Business	Dec 2020
Boston College, Carroll School of Management	Dec 2020
University of Oxford, Saïd Business School	Dec 2020
Chinese University of Hong Kong, Faculty of Engineering	Dec 2020
University of Notre Dame, Mendoza College of Business	Dec 2020
Sungkyunkwan University, Graduate School of Business	Dec 2020
Hong Kong University of Science and Technology, HKUST Business School	Nov 2020
University of California, Berkeley, Haas School of Business	Nov 2020
University of Pennsylvania, The Wharton School	Nov 2020
University of Pennsylvania, Trustworthy Machine Learning Group	Nov 2020
University of Pennsylvania, Mack Institute for Innovation Management	Apr 2020
City of Philadelphia, Office of Innovation and Technology	Sep 2019
New York University, Stern School of Business	Mar 2019
University of Pennsylvania, Mack Institute for Innovation Management	Mar 2019
University of Pennsylvania, Baker Retailing Center	Jan 2019

Invited Conference Presentations

- 2024 AI in Management Conference, POMS Annual Conference (×3); Behavioral Decision Research in Management Conference (BDRM); Behavioral Operations Conference (×2); MSOM Conference (×3); International Annual Symposium on Computational Science and Engineering; INFORMS Annual Meeting (×2)
- 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; Empirical Workshop 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

EW MBA 204: Operations (Evening/Weekend MBA Core):

Fall 2022 (*Evaluation*: 6.8/7), Fall 2023 (*Evaluation*: 6.9/7, Cheit Award For Excellence In Teaching), 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 (2021–2024), POMS CBOM Best Junior Scholar Paper (2021, 2023–2024), INFORMS TIMES Best Working Paper (2020, 2023–2024)

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 <i>Upward Bound</i> 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 IEOB (Teaching Mentor, Primary Advisor: Max Shen)

(Initial Placement: Rotman School of Management, University of Toronto)

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

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

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

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

Ziyang Liu '26, Berkeley IEOB (Committee Member, Primary Advisor: Rajan Udawani)

Undergraduate and Master’s Students (Initial placement)

Berkeley: Marcus Koh ’27, Amy Tran ’27, Esther Yang ’27, Chelsea Choo ’26, Camille Dang ’26, Jessica Ng ’26, Anish Sasanur ’26, Chloe Wong ’26, Issac Chen ’25, Lawrence Chen ’25, Marcus Chua ’25, Boyu (Boris) Fan ’25, Nei (Alex) Fang ’25, Eric Ho ’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, Thomas Yeoh ’25, Austin Zhu ’25, Kristin Chen ’24 (*Master in Finance, Chicago Booth*), James Cheng ’24, Brandon Chin ’24, Serena Gu ’24 (*M.S. Computer & Information Science, Penn*), Sriharsha Gutta ’24, Viviana Hu ’24, Matthew Lee ’24 (*M.S. Computer Science, Stanford*), Xiaowen Liu ’24, Tam Prateepamornkul ’24 (*SCBX*), Shomini Sen ’24, Nathan Tran ’24, Ron Wang ’24 (*M.S. Computer Science, Stanford*), Daniel Wilson ’24, Yuanrui Zhu ’24 (*M.S. Machine Learning & Data Science, Northwestern*), Jacky Kwok ’23 (*Ph.D. Computer Science, Stanford*), 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 (*Master of Information & Data Science, Berkeley*), Ethan Wang ’23 (*M.S. Data Science, Berkeley*), Kareena Wu ’23 (*McKinsey*), Stephen Yang ’23 (*S.M. Computational Science and Engineering, Harvard*)

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) (*Ph.D. Operations, Information & Decisions, Wharton*)

Selected Work Experience

TEDxPenn, Philadelphia, PA 9/2016–4/2019

Marketing Associate (2016), Director of Marketing (2017), Senior Advisor (2018)

Designed and conducted experiments to study consumer behavior and inform marketing strategies
Managed and led data-driven marketing campaigns that sold out 1,000 TEDxPenn Conference tickets and generated over \$45,000 in annual revenue from sales and sponsorships

Deloitte Consulting, Boston, MA 2/2016–9/2016

Data Scientist, Strategy & Operations Consultant

Selected clients: retail/healthcare (medication adherence study), foodservice distributor (supply chain optimization), non-profit healthcare (people analytics), beverage corporation (automation)

Goldman Sachs, New York, NY 6/2014–8/2014

Summer Analyst, Securities Strats

Analyzed stock orders, predicted front-running likelihood, enhanced order routing algorithm to minimize risks and costs using predicted front-running likelihood, latency, and access to dark pools
Backtested the algorithm with historical data and forecast \$4 million in annual cost reduction

Oracle Corporation, Redwood Shores, CA 6/2012–9/2013

Software Engineer, Fusion Financials Development

Developed platforms and tools to improve development workflow, including code coverage dashboard and merge-validation process optimization (Java, JSP, XML, and SQL)

College Hire Board of Committee: Developed and organized training programs/bootcamps for new hires, led team-bonding and social events, and initiated employee wellness and peer learning programs

Symantec Corporation, Los Angeles, CA 6/2010–8/2010

Summer Intern, Research in Industrial Projects

Designed and implemented a new algorithm based on variable-order Markov models and principal component analysis to test candidate malware signatures and minimize false positive rates

Selected Industry Consulting Experience

Research Advisor, Siam Commercial Bank (Bangkok, Thailand)	2024–
Research Advisor, Si Mum Muang Market (Bangkok, Thailand)	2024–
Research Advisor, Shipt (San Francisco, CA)	2022–
Research Advisor, BMW (Mountain View, CA)	2021–
Research Advisor, PLG Partners (Singapore)	2021–

Skills

Mathematical/Statistical Tools: R, MATLAB, Mathematica, Gurobi

Programming: Java, Python, SQL, JavaScript, HTML, CSS

Languages: English (professional), Thai (native), Japanese (beginner, N5)