Wichinpong **Park Sinchaisri**

Assistant Professor in Operations and IT Management
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Academic Positions

Assistant Professor, Haas School of Business, University of California, Berkeley
Operations and Information Technology Management   7/2021–

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 Computation for Design and Optimization   9/2013–2/2016
Kaufman Teaching Certificate Program

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

Research Interests

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

Research

PAPERS UNDER REVIEW/REVISION

1. The Impact of Behavioral and Economic Drivers on Gig Economy Workers
   - Coauthors: Gad Allon, Maxime Cohen
   - Outlet: Major Revision (1st Round) at *Manufacturing and Service Operations Management*
   - Finalist: 2020 POMS College of Behavioral Operations Junior Scholar Paper Competition
   - Best Paper: 2019 Academy of Management, Operations and Supply Chain Management Division
   - 2nd Place: 2019 People Analytics Conference Research Paper Competition
   - 3rd Place: 2019 INFORMS Behavioral Operations Management Best Working Paper

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

3. Community Vibrancy and Its Relationship with Safety in Philadelphia
   - Coauthors: Shane Jensen
   - Outlet: Revise and Resubmit at *PLoS One*

WORKING PAPERS

4. Learning Best Practices: Can Machine Learning Improve Human Decision-Making?
   - Coauthors: Hamsa Bastani, Osbert Bastani
   - Outlet: In preparation for submission to *Science*
   - 2nd Place: 2021 POMS College of Behavioral Operations Junior Scholar Paper Competition

5. The Structural Behavioral Model of Gig Economy Workers
   - Coauthors: Gad Allon, Maxime Cohen, Ken Moon
   - Outlet: In preparation for submission to *Management Science*

WORK IN PROGRESS

6. Signaling Quality and Speed Through Staffing Decisions (with Serguei Netessine)
7. An Empirical Analysis of Telehealth Consultations (with Gad Allon, Christian Terwiesch)

Awards and Honors

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 (*Outstanding Economics students at Brown*)	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

Fellowships and Grants

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

Stanford University, Center for Work, Technology & Organization	Oct 2021
University of Pennsylvania, Center for Human Resources	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
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

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*); Operations of People-Centric Systems Workshop at EC; International Conference on Computational Social Science; AOM Annual Meeting; INFORMS Annual Meeting (scheduled); DSI Conference (scheduled)

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

Lecturer, 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 (6.3/7), Fall 2015 (6.4/7), *weekly recitation materials available at http://wichinpong.com*

Teaching Assistant, Brown University

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

Leadership and Service

Refereeing Service for Journals/Conferences

Ad-hoc referee for the following journals: *Management Science, Manufacturing and Service Operations Management Production and Operations Management, Service Science*
MSOM Conference Service Operations SIG, 2020, 2021
INFORMS Technology, Innovation Management and Entrepreneurship Section, 2020
Wharton-INSEAD Doctoral Consortium, 2018, 2019, 2020
Wharton Innovation Doctoral Symposium, 2019

Organization of Sponsored/Invited Sessions in International Conferences

Session Chair, Interpretable Data Mining Track, INFORMS Workshop on Data Mining and Decision Analytics, 2020

Session Chair, Empirical Research in Operations Management Track, INFORMS Annual Meeting, 2018

Other Leadership and Service

Senior Advisor, TEDxPenn	2018–2019
Coordinator, PhD Student Seminar, Wharton OID	2018–2019
Core Member, Penn Data Science Group	2018
Graduate Associate, Stouffer College House	2017–2021
PhD Student Mentor, Wharton Doctoral Council	2017–2021
Executive Board, Wharton Doctoral Council	2017–2018
Director of Marketing, TEDxPenn	2017–2018
Coordinator, Operations Management Journal Club, Wharton OID	2017–2018
Intercultural Leadership Fellow, University of Pennsylvania	2016–2021
Mentor, Penn Graduate-Undergraduate Mentoring Program	2016–2020
Student Advisory Board, Weingarten Learning Resources Center	2016–2019
President, Thai Students at MIT	2014–2015
Social Chair, MIT Association of Computational Science and Engineering Students	2014–2015
Publicity Committee, MIT Ashdown House	2014–2015
IS&T Student Technology Advisory Board (ISTAB), MIT	2013–2014
College Hire Committee, Oracle Corporation	2012–2013
President, Brown Thai Students Association	2010–2011
Team Leader (Active Science Learning), Southeast Asian Service Leadership Network	2009

Work Experience

TEDxPenn, Philaldephia, 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

Students

Undergraduate Students *(Initial placement)*

Lorry Wu, Wharton '23
Stephen Lin, Penn '22 *(Master of Behavioral and Decision Sciences, Penn)*
Canary Zhu, Xi'an Jiaotong '21 *(Ph.D. in Information Systems and Management, CMU)*
Arianna Samet, Wharton '20 *(Amazon)*
Sarah Kim, Wharton '20 *(Accenture)*

Skills

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