

# Wichinpong Park Sinchaisri

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

parksinchaisri@haas.berkeley.edu  
<http://wichinpong.com>  
Revised: September 1, 2021

## Academic Positions

<b>Assistant Professor, Haas School of Business, University of California, Berkeley</b> Operations and Information Technology Management	7/2021–
<b>Lecturer, The Wharton School, University of Pennsylvania</b> Operations, Information, and Decisions	7/2021–8/2021

## Education

<b>The Wharton School, University of Pennsylvania</b> Ph.D. in Operations, Information, and Decisions A.M. in Statistics	9/2016–5/2021
<b>Massachusetts Institute of Technology</b> S.M. in Computation for Design and Optimization	9/2013–2/2016
<b>Brown University</b> Sc.B. in Computer Engineering and Applied Mathematics-Economics	9/2008–5/2012

## 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 (1<sup>st</sup> Round) at *Manufacturing and Service Operations Management*
  - Best Paper: 2019 Academy of Management, Operations and Supply Chain Management Division
  - 2<sup>nd</sup> Place: 2019 People Analytics Conference Research Paper Competition
  - 3<sup>rd</sup> Place: 2019 INFORMS Behavioral Operations Management Best Working Paper
  - Finalist: 2020 POMS College of Behavioral Operations Junior Scholar Paper Competition
2. Markdown Pricing with Quality Perception
  - Coauthors: Rim Hariss, Georgia Perakis, Yanchong Zheng
  - Outlet: Major Revision (2<sup>nd</sup> Round) at *Manufacturing and Service Operations Management*
  - Honorable Mention: 2017 MIT Operations Research Center Best Student Paper
3. Improving Human-Decision Making with Machine Learning  
(Previous title: *Learning Best Practices: Can Machine Learning Improve Human Decision-Making?*)
  - Coauthors: Hamsa Bastani, Osbert Bastani
  - Outlet: Under review
  - Finalist: 2021 INFORMS Behavioral Operations Management Best Working Paper Award
  - Finalist: 2021 INFORMS TIMES Best Working Paper Award

- 2<sup>nd</sup> Place: 2021 POMS College of Behavioral Operations Junior Scholar Paper Competition
- 4. Community Vibrancy and Its Relationship with Safety in Philadelphia
  - Coauthors: Shane Jensen
  - Outlet: Major Revision at *PLoS One*

#### WORKING PAPERS

- 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)

### Selected Awards and Honors

Finalist, INFORMS Behavioral Operations Management Best Working Paper Award	2021
Finalist, INFORMS TIMES Best Working Paper Award	2021
2 <sup>nd</sup> 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 <sup>nd</sup> Place, Wharton People Analytics Conference Research Paper Competition	2019
3 <sup>rd</sup> 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 <sup>nd</sup> 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 1/8<sup>th</sup> of Engineering juniors at Brown</i> )	2010

### Selected 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

- 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 (ESD); UCL School of Management (O&T); UVA Darden (TOM); UC Berkeley Haas (Marketing/OITM); Penn (Center for Human Resources); Stanford (Center for Work, Technology & Organization)
- 2020 Penn (CIS); Wharton (Mack Institute/OIDD); UC Berkeley Haas (OITM); HKUST Business School (ISOM); Sungkyunkwan GSB (Decision Sciences); Notre Dame Mendoza (ITAO); CUHK (SEEM); Oxford Saïd (TOM); BC Carroll (Business Analytics); Singapore Management University (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

- 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 Annual Meeting (×4); 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, Service, and Professional Activities

### Refereeing Service for Journals/Conferences/Competitions

Ad-hoc referee for the following journals: *Management Science*, *Manufacturing and Service Operations Management*, *Production and Operations Management*, *Service Science* (2020–)

Reviewer for the following conferences: MSOM Service Operations SIG (2020–2021), Wharton-INSEAD Doctoral Consortium (2018–2020), Wharton Innovation Doctoral Symposium (2019)

Reviewer for the following competitions: INFORMS TIMES Best Working Paper (2020), POMS CBOM Best Junior Scholar Paper (2021)

### Organization of Sponsored/Invited Sessions in International Conferences

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

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

### Other Leadership and Service

Recruiting Committee, Berkeley Haas OITM	2021–
Coordinator, PhD Student Seminar, Wharton OID	2018–2019
Core Member, Penn Data Science Group	2018
Graduate Associate, Stouffer College House	2017–2021
Penn Institute for Urban Research Scholar	2017–2021
PhD Student Mentor, Wharton Doctoral Council	2017–2021
Executive Board, Wharton Doctoral Council	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
Alumni Interviewer, Brown University	2012–
President, Brown Thai Students Association	2010–2011
Team Leader (Active Science Learning), Southeast Asian Service Leadership Network	2009

## Other Academic Activities

Summer Institute in Machine Learning and Economics, Chicago Booth	2021
Certificate in Social, Cognitive, and Affective Neuroscience, Penn	2021
Behavioral Operations Management Summer Institute, Michigan Ross	2019
Kaufman Teaching Certificate, MIT	2014
Certificate in Business for Arts, Sciences, and Engineering, UC Berkeley Haas	2009

## Consulting/Industry Experience

Research Advisor, <b>PLG Partners</b> (Singapore)	2021–
Director of Marketing/Senior Advisor, <b>TEDxPenn</b> (Philadelphia, PA)	2017–2019
Data Scientist (Strategy & Operations), <b>Deloitte Consulting</b> (Boston, MA)	2016
Securities Strats Summer Analyst, <b>Goldman Sachs</b> (New York, NY)	2014
Software Engineer, <b>Oracle</b> (Redwood City, CA)	2012–2013
Consultant, <b>What Took You So Long Foundation</b> (Providence, RI)	2011–2012
Corporate Actuarial Analyst Intern, <b>American International Assurance</b> (Bangkok, Thailand)	2010–2011
RIPS Summer Intern, <b>Symantec</b> (Los Angeles, CA)	2010

## 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)