

Chenghuai Li

CONTACT INFORMATION	The Fuqua School of Business Duke University 100 Fuqua Dr, Durham, NC 27708	Mobile: +1 (919)884-7267 Email: chenghuai.li@duke.edu Website: www.chenghuai-li.com
EDUCATION	Duke University , Durham, NC <i>The Fuqua School of Business</i> Ph.D. (Expected May 2025) in Operations Management • Advisors: N. Bora Keskin & Jing-Sheng Jeannette Song	2020-Present
	Columbia University , New York, NY <i>The Fu Foundation School of Engineering and Applied Science, IEOR</i> M.S. in Financial Engineering	2017-2019
	Fudan University , Shanghai, CN <i>School of Mathematical Sciences</i> B.S. in Mathematics and Applied Mathematics, Minor in Economics	2012-2017
RESEARCH INTERESTS	<i>Topics:</i> Innovative Technologies, Sustainable & Socially Responsible Operations, Supply Chain Digitization, Revenue Management & Pricing <i>Methodologies:</i> Data-Driven Decision Making under Uncertainty, Statistical (Machine) Learning, Analytical Modeling, Field Experiment	
RESEARCH PAPERS (AUTHORS IN ALPHABETICAL ORDER*)	<ol style="list-style-type: none">The Blockchain Newsvendor: Value of Freshness Transparency and Smart Contracts*, with N. Bora Keskin & Jing-Sheng Jeannette Song<ul style="list-style-type: none">– <i>Management Science</i>, Forthcoming [INFORMS] [SSRN]– Winner, Best Paper Award, Digital Supply Chain and Supplier Diversity Conference, 2022– Winner, Fan Favorite Award, CMU YinzOR Conference Flash Talk Competition, 2022– Second Place, POMS-HK Best Student Paper Competition, 2023– Honorable Mention, INFORMS Minority Issues Forum Poster Competition, 2023– Honorable Mention, INFORMS <i>OR/MS Tomorrow</i> Mini-Poster Competition, 2022– Accepted to MSOM SIG (Supply Chain Management), 2023– Featured in <i>Duke Fuqua Insights</i>Finite-Time Regret Analysis of Kiefer-Wolfowitz Stochastic Approximation Algorithm and Nonparametric Multi-Product Dynamic Pricing with Unknown Demand*, with L. Jeff Hong & Jun Luo (2020)<ul style="list-style-type: none">– <i>Naval Research Logistics (NRL)</i>, 67(5):368-379. [WILEY]Innovator's Edge in Supply Chain Transparency and Food Waste Reduction*, with N. Bora Keskin & Jing-Sheng Jeannette Song	

- *Management Science*, Under review [SSRN]
- Finalist, INFORMS Minority Issues Forum Summer Webinar Competition, 2024
- Previous title: Innovator’s Advantage in Competitive Technology Adoption: Enhancing Profit and Combating Food Waste via Supply Transparency

4. **Information Provision with Information Overload***, with N. Bora Keskin & Meng Li

- To be submitted soon (draft available upon request)
- Winner, Best Student Paper, INFORMS Workshop on Data Science, 2024
- Accepted to INFORMS Data Mining & Decision Analytics (DMDA) Workshop, 2024
- Accepted to INFORMS Workshop on Data Science (full presentation), 2024

5. **Incentivizing Electric Vehicle Adoption in Ride-Hailing***, with N. Bora Keskin & Nur Sunar

- To be submitted soon

CONTRIBUTIONS
TO OTHER
PUBLICATION

1. **Reproducibility in *Management Science***, with Miloš Fišar, Ben Greiner, Christoph Huber, Elena Katok, Ali I. Ozkes, & the Management Science Reproducibility Collaboration

- *Management Science*, **70(3):1343-1356**. [INFORMS] [SSRN]
- Disclaimer: Member of the Management Science Reproducibility Collaboration

TEACHING
EXPERIENCE

Duke University, Durham, NC

Instructor

- *Ph.D. Math Camp* (1st & 2nd year Ph.D. students), 2023 Summer
 - **Evaluation: 4.83/5.0**
 - Designed the course curriculum; Developed teaching materials; Delivered face-to-face lectures
 - Covered topology of metric spaces, real analysis, and convex analysis

Teaching Assistant

- *Operations and Supply Chain Management (MMS)*, 2022-2024 Spring
 - Organized review sessions; Graded assignments, team projects, and exams; Assisted in class preparations; Responded to students’ requests
 - Instructor(s): Jing-Sheng Jeannette Song (2022, 2024); Fernando Bernstein & Kevin Shang (2023)

Columbia University, New York, NY

Course Assistant

- *Intro to Financial Engineering* (Undergraduate and Master), 2018 Spring
 - Graded assignments and exams; Assisted in class preparations; Responded to students’ requests
 - Instructor: Emanuel Derman

PROFESSIONAL
SERVICES

Journal Referee

- *Management Science*
- *Manufacturing & Service Operations Management*

Conference Reviewer (Program Committee Member) & Competition Judge

- MSOM SIG (Supply Chain Management), 2023, 2024
- INFORMS Workshop on Data Science, 2024
- INFORMS Behavioral Operations Management Section Best Working Paper Competition, 2024

Conference Session Chair

- INFORMS Annual Meeting
 - Supply Transparency, Food Waste, and Carbon Emissions, MSOM/Supply Chain cluster, 2024 (with Jing-Sheng Jeannette Song)
 - Strategic Delay, Customer Reviews, and Resource Sharing in Marketplace Platforms, Revenue Management and Pricing Track, 2022 (with N. Bora Keskin)
- POMS Annual Conference
 - Improving Food Safety and Reducing Waste, Agriculture and Food Supply Chains Track, 2023 (with John Lowrey)
 - Miscellaneous Topics in Operational Excellence, Operational Excellence Track, 2023
- MSOM Conference
 - Counterfeits, Piracy, and Food Waste, 2024

Discussant

- Trans-Atlantic Doctoral Conference (London Business School, Virtual), 2022

Organizing Committee Member

- Fuqua's Society to Advance Gender Equality (STAGE), 2024-Present

HONORS &
AWARDS

Winner, INFORMS Workshop on Data Science Student Scholarship	2024
Winner, POMS College of Sustainable Operations Early-stage Doctoral Student Award	2023
Winner, Best Student Paper, INFORMS Workshop on Data Science	2024
Winner, Best Paper Award, Digital Supply Chain and Supplier Diversity Conference	2022
Winner, Fan Favorite Award, YinzOR Conference Flash Talk Competition	2022
Second Place, POMS-HK Best Student Paper Competition	2023
Honorable Mention, INFORMS Minority Issues Forum (MIF) Poster Competition	2023
Honorable Mention, INFORMS <i>OR/MS Tomorrow</i> Mini-Poster Competition	2022
Finalist, INFORMS Minority Issues Forum (MIF) Summer Webinar Competition	2024
Doctoral Fellowship, Duke University	2020-Present
Outstanding Graduate Award, Fudan University	2017

	Pacific Insurance Scholarship (First Class), Fudan University	2016
INVITED TALKS & CONFERENCE PRESENTATIONS (* means attending as a coauthor)	Information Provision with Information Overload	
	• INFORMS Data Mining & Decision Analytics Workshop, Seattle, WA	2024
	• INFORMS Workshop on Data Science, Seattle, WA	2024
	Innovator's Edge in Supply Chain Transparency and Food Waste Reduction (Previous Title: Innovator's Advantage in Competitive Technology Adoption: Enhancing Profit and Combating Food Waste via Supply Transparency)	
	• INFORMS Annual Meeting, Seattle, WA	2024
	• INFORMS MIF Summer Webinar Competition, Virtual	2024
	• MSOM Conference, Minneapolis, MN	2024
	• POMS Annual Conference, Minneapolis, MN	2024
	• INFORMS Annual Meeting, Phoenix, AZ	2023
	• POMS Annual Conference, Orlando, FL	2023
	The Blockchain Newsvendor: Value of Freshness Transparency and Smart Contracts	
	• INFORMS Annual Meeting (MIF poster competition), Phoenix, AZ	2023
	• MSOM SIG Day (Supply Chain Management), Montréal, Canada	2023
	• POMS Annual Conference, Orlando, FL	2023
	• NYC Operations Day (poster), New York, NY	2023
	• Duke Fuqua Interdisciplinary Lunch Seminar (OM area), Durham, NC	2023
	• POMS-HK International Conference, HK (Hybrid)	2023
	• POMS India International Conference, Kozhikode, India (Hybrid)	2022
	• Simons Workshop on Societal Applications of Data Driven Decision Processes (poster), Berkeley, CA	2022
	• INFORMS Annual Meeting, Indianapolis, IN	2022
	• Cornell ORIE Young Researchers Workshop (poster), Ithaca, NY	2022
	• CMU YinzOR Conference, Pittsburgh, PA	2022
	• Digital Supply Chain and Supplier Diversity Conference*, New Brunswick, NJ (Hybrid)	2022
	• LBS Trans-Atlantic Doctoral Conference, Virtual	2022
	• POMS Annual Conference, Virtual	2022
WORK EXPERIENCE	Ant Financial Group , Hangzhou, CN Intern, Algorithm Engineer	2020
	• Used SQL to analyze large-scale data sets about the cost/revenue of small businesses on Taobao and Tmall platforms	
	• Conducted anomaly detection (outlier detection) to identify cases where the revenue sharing between the agent and the platform is possibly problematic	

Trinnacle Capital Advisors LLC, New York, NY 2018
Intern, Data Science

- Extracted and aggregated information about companies from the media advertisement expense data
- Used regression analysis to help develop event-driven trading strategies

UBS SDIC Fund Management Co., Ltd., Shanghai, CN 2016
Intern, Quantitative Investments Department

- Implemented fund strategies using top-down sector allocation and bottom-up modeling
- Backtested the strategies using market data

OTHER
SKILLS

Programming: MATLAB, Python, R, MySQL
Languages: Mandarin (native), English (fluent)

REFERENCES

N. Bora Keskin
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