Chenghuai Li

CONTACT INFORMATION	Alberta School of Business University of Alberta 11211 Saskatchewan Drive NW, Edmonton, AB, Canada, T6G 2R6	Mobile: +1 (919)884-7267 Email: chenghuai.li@ualberta.ca Website: www.chenghuai-li.com

ACADEMIC APPOINTMENT

University of Alberta, Edmonton, AB, Canada
Alberta School of Business, Department of Accounting and Business Analytics
Assistant Professor in Operations Management   2025-present

EDUCATION

Duke University, Durham, NC
The Fuqua School of Business
Ph.D., Academic Area: Operations Management   2020-2025
- Dissertation Title: "Technology and Operations Management for Sustainability and Social Responsibility"
- Advisors: N. Bora Keskin & Jing-Sheng Jeannette Song

Columbia University, New York, NY
The Fu Foundation School of Engineering and Applied Science, IEOR
M.S. in Financial Engineering   2017-2019

Fudan University, Shanghai, China
School of Mathematical Sciences
B.S. in Mathematics and Applied Mathematics, Minor in Economics   2012-2017

RESEARCH INTERESTS

Topics: Innovative Technologies, Socially Responsible Operations, Supply Chain Digitization, Revenue Management & Pricing

Methodologies: Data-Driven Decision Making under Uncertainty, Statistical (Machine) Learning, Analytical Modeling, Field Experiment

PUBLICATIONS (ALPHABETICAL*)

1. **The Blockchain Newsvendor: Value of Freshness Transparency and Smart Contracts**, with N. Bora Keskin & Jing-Sheng Jeannette Song* (2024), ***Management Science***, 71(8):6666-6682. [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 *OR/MS Tomorrow* Mini-Poster Competition, 2022
   - Accepted to MSOM SIG (Supply Chain Management), 2023
   - Featured in *Duke Fuqua Insights*
   - Featured in *INFORMS News Releases*
   - Featured in *Alberta School of Business News*

2. **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), ***Naval Research Logistics (NRL)***, 67(5):368-379. [WILEY]

WORKING PAPERS (ALPHABETICAL*)

3. **Innovator's Edge in Supply Chain Transparency and Food Waste Reduction**, with N. Bora Keskin & Jing-Sheng Jeannette Song*, *Management Science*, under revision [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
   - 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

6. **Reproducibility in *Management Science***, with Miloš Fišar, Ben Greiner, Christoph Huber, Elena Katok, Ali I. Ozkes, & the Management Science Reproducibility Collaboration (2023), *Management Science*, 70(3):1343-1356. [INFORMS] [SSRN]
   - Disclaimer: Member of the Management Science Reproducibility Collaboration

TEACHING EXPERIENCE

University of Alberta, Edmonton, AB, Canada
- Instructor
  - *Business Process Management* (OM 411, undergraduate level), 2025 Fall (one section), 2026 Winter (two sections)

Duke University, Durham, NC
- Instructor
  - *Ph.D. Math Camp* (1st & 2nd year Ph.D. level), 2023 Summer
- Teaching Assistant
  - *Operations and Supply Chain Management* (Master of Management Studies), 2022-2025 Spring

Columbia University, New York, NY
- Course Assistant
  - *Intro to Financial Engineering* (undergraduate and master level), 2018 Spring

STUDENT SUPERVISION

Committee Member
  - Chunzhen Huang (Alberta School of Business, University of Alberta)
  - Masoum Talebi (Alberta School of Business, University of Alberta)

PROFESSIONAL SERVICES

Editorial Review Board
  - *Decision Sciences*, Jan 2026 - present   (department: Operations, Information Systems, and Supply Chain Management in Emerging Economies)

Journal Referee
  - *Management Science*
  - *Manufacturing & Service Operations Management*
  - *Production and Operations Management*
  - *IISE Transactions*

- *Annals of Operations Research*

Conference Program Committee Member & Competition Judge
- ACM Conference on Economics and Computation (EC'), 2026
- MSOM Supply Chain Management SIG, 2023, 2024, 2025, 2026
- MSOM Main Conference, 2026
- INFORMS Workshop on Data Science, 2024, 2025
- 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
    - Designing the Future: Market Mechanisms for Waste and Wildlife, Sustainable Operations Management Track, 2026
    - 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, Privacy, and Food Waste, 2024

Mentor
- INFORMS Mentor Match Program, 2025 (Mentee: Renjie Cui, Ph.D. student at the University of Zurich)

Panelist
- CORS Edmonton Section, "Preparing for the OM academic job market" lunch event, 2026

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

University of Alberta, Alberta School of Business
- PhD Admissions Committee member, Operations Management/Information Systems group, 2026
- Panelist, Alberta School of Business PhD Research Conference, 2025

Duke University, Fuqua School of Business
- Organizing Committee Member, Fuqua's Society to Advance Gender Equality (STAGE), 2024-2025

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 *OR/MS Tomorrow* Mini-Poster Competition	2022
	Finalist, INFORMS Minority Issues Forum (MIF) Summer Webinar Competition	2024
	Faculty Funded Research Grant, University of Alberta	2025-2029
	Doctoral Fellowship, Duke University	2020-2025
	Outstanding Graduate Award, Fudan University	2017
	Pacific Insurance Scholarship (First Class), Fudan University	2016

| INVITED RESEARCH TALKS | Fudan University, School of Management | 2025 |

CONFERENCE & WORKSHOP PRESENTATIONS

Interpretable Data-Driven Policy for Index-Based Yield Protection
| - CORS Annual Conference, Kingston, ON, Canada (scheduled) | 2026 |
| - POMS Annual Conference, Reno, NV (scheduled) | 2026 |

Information Provision with Information Overload
- CORS Annual Conference, Kingston, ON, Canada (scheduled)	2026
- POMS Annual Conference, Reno, NV (scheduled)	2026
- POMS-HK International Conference, Shenzhen, China	2026
- 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)
- POMS Annual Conference, Reno, NV (scheduled)	2026
- INFORMS Annual Meeting, Atlanta, GA	2025
- POMS Annual Conference, Atlanta, GA	2025
- 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

- POMS Annual Conference, Atlanta, GA	2025
- INFORMS Annual Meeting (MIF poster competition), Phoenix, AZ	2023
- MSOM SIG Day (Supply Chain Management), Montréal, QC, 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

INDUSTRIAL
EXPERIENCE

Ant Financial Group, Hangzhou, ZJ, China   2020
Intern, Algorithm Engineer

- 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, China   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)