

Wenchang Zhang

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RESEARCH INTERESTS

- Substantive: Online Marketplace Design
- Methodology: Structural Estimations, Quasi-Experimental Design, Econometrics, Game Theory, Machine Learning

EDUCATION

Ph.D. Candidate, Operations Management & Management Science Exp. 2019

Robert H. Smith School of Business, University of Maryland

Dissertation Committee:

Wedad J. Elmaghraby, Kostas Bimpikis, Margrét Bjarnadóttir, Tunay Tunca, Michel Wedel

M.A. Statistics 2013

University of California, Berkeley

GPA: 4.0/4.0

B.A. Mathematics & Physics 2012

Tsinghua University, Beijing

WORKING PAPERS

1. K. Bimpikis, W. J. Elmaghraby, K. Moon, **W. Zhang**. “Managing Market Thickness in Online B2B Markets.” Major revision at *Management Science*.
 - 1st Place, 2017 IBM Service Science Best Student Paper Award
 - Finalist, 2018 POMS SC College Best Student Paper Competition
 - Selected for presentation at 2017 Wharton Empirical OM Workshop
2. K. Bimpikis, Y. Papanastasiou, **W. Zhang**. “Learning and Revenue Maximization in Service Platforms.” In preparation for submission.

IN PROGRESS

1. W. J. Elmaghraby, **W. Zhang**. “Network Effects in Multi-market Platforms.”

PUBLICATIONS

1. **W. Zhang**, M. Bjarnadóttir, R. A. Proaño, D. Anderson, R. Konrad, (2018). “Accelerating the Adoption of Bundled Payment Reimbursement Systems: A Data-Driven Approach Utilizing Claims Data.” *IISE Transactions on Healthcare Systems Engineering*, 8(1), pp.22-34.

INVITED PRESENTATIONS

1. *Network Effects in Multi-market Platforms.*
2019. POMS Conference (Washington, D.C.)
2. *Learning and Revenue Maximization in Service Platforms.*
2019. POMS Conference (Washington, D.C.)
2018. M&SOM Conference (Dallas), RM&P Conference (Toronto), DOIT Department Meeting (UMD)
3. *Managing Market Thickness in Online B2B Markets.*
2018. INFORMS Conference (Phoenix), POMS Conference (Houston), CSAMSE (Ningbo, China), DOIT Department Meeting (UMD)
2017. Empirical OM Workshop (Wharton School), Marketplace Innovation Workshop (Stanford University), INFORMS Conference (Houston), M&SOM Conference (UNC), RM&P Conference (Amsterdam), POMS Conference (Seattle)
2016. INFORMS Conference (Nashville)
4. *Accelerating the Adoption of Bundled Payment Reimbursement Systems: A Data-Driven Approach Utilizing Claims Data.*
2017. CHITA (Washington, D.C.)

TEACHING

Robert H. Smith School of Business, University of Maryland

- Instructor: **BMGT 230, Business Statistics** Summer 2017
- Co-Instructor: **BMGT 332, Operations Research for Management Decisions** Spring 2017

University of California, Berkeley

- Graduate Student Instructor: **STAT 153, Time Series (Lab Sessions)** Spring 2013

AWARDS

Ann G. Wylie Dissertation Fellowship (\$15,000)	2018
Finalist, POMS SC College Best Student Paper Competition	2018
1 st Place, IBM Service Science Best Student Paper Award	2017
Graduate School's Outstanding Graduate Assistant Award – Top 2%	2017
Travel Grant (\$ 4,000), Robert H. Smith School of Business	2015-2016
Dean's Fellowship, Robert H. Smith School of Business	2013-2017
Teaching Assistantship, University of California at Berkeley	2013
Thesis Excellence Award, Tsinghua University	2012
Outstanding Graduates, Tsinghua University	2012
National Scholarship, Tsinghua University	2011
Third Prize, National Physics Contest for College Students	2010
Sanjiang Scholarship, Tsinghua University	2009

SERVICE

Reviewer for *Management Science, Manufacturing & Service Operations Management*, CIST 2017

INDUSTRY EXPERIENCE

Data Science. B-Stock, Redwood City, CA	Fall 2015, 2016
Marketing Research. PNC, Pittsburgh, PA	Summer 2014, 2015
Data Science. BD Biosciences, San Jose, CA	Summer 2013

PROGRAMMING SKILLS

R, Python, Matlab, SQL, C, Java, Hadoop.

REFERENCES

Wedad J. Elmaghraby

Professor of Management Science & Operations Management
Robert H. Smith School of Business, University of Maryland
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Kostas Bimpikis

Associate Professor of Operations, Information & Technology
Graduate School of Business, Stanford University
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Ken Moon

Assistant Professor of Operations, Information and Decisions
The Wharton School, University of Pennsylvania
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