

Ruxian Wang

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Research Interests

Revenue Management; Pricing and Assortment Planning; Discrete Choice Models;
Data-driven Decision Making; Business Analytics;
Operations Management; Supply Chain Management;
Service Operations Management; Interfaces of Operations, Marketing and Economics

Academic Appointments

- 2018 – Present, Associate Professor at Carey Business School, Johns Hopkins University, Baltimore, MD/Washington, D.C.
- 2013 – 2018, Assistant Professor at Carey Business School, Johns Hopkins University, Baltimore, MD/Washington, D.C.

Education

- Ph.D. (2012), M.Phil. (2011) in Operations Research at Columbia University, New York
- M.S. (2006), B.S. (2003) with honors in Applied Mathematics at Nanjing University, China

Selected Journal Publications

- J1. Wang, R., M. Dada, O. Sahin. 2019. "Pricing Ancillary Service Subscriptions," *Management Science*, 65 (10) 4712 – 4732
- J2. Wang, R. 2018. "When Prospect Theory Meets Consumer Choice Models: Assortment and Pricing Management with Reference Prices," *Manufacturing & Service Operations Management*, 20 (3) 583 – 600
- J3. Wang, R., O. Sahin. 2018. "The Impact of Consumer Search Cost on Assortment Planning and Pricing," *Management Science*, 64 (8) 3649 – 3666
- Invited to the Supply Chain Management Special Interest Group (SIG) M&SOM Conference 2016
- J4. Wang, R., Z. Wang. 2017. "Consumer Choice Models with Endogenous Network Effects," *Management Science*, 63 (11) 3944 – 3960
- Invited to the Service Management Special Interest Group (SIG) M&SOM Conference 2015

- J5. Wang, R.** 2016. "On the Sum-Product Ratio Problem and its Applications," *Operations Research Letters*, 44 (3) 409 – 414
- J6. Gallego, G., R. Wang, M. Hu, J. Ward, J. L. Beltran.** 2015. "No Claim? Your Gain: Design of Residual Value Extended Warranties under Risk Aversion and Strategic Claim Behavior," *Manufacturing & Service Operations Management*, 17 (1) 87 – 100
- J7. Gallego, G., R. Wang.** 2014. "Multi-Product Price Optimization and Competition under the Nested Logit Model with Product-Differentiated Price Sensitivities," *Operations Research*, 62 (2) 450 – 461
- Invited to the Supply Chain Special Interest Group (SIG) M&SOM Conference 2012
 - On semi-final list for Anna Valicek Medal at AGIFORS 2012
- J8. Gallego, G., R. Wang, J. Ward, M. Hu, J. Beltran.** 2014. "Flexible-Duration Extended Warranties with Dynamic Reliability Learning," *Production and Operations Management*, 23 (4) 645 – 659
- J9. Wang, R.** 2013. "Assortment Management under the Generalized Attraction Model with a Capacity Constraint," *Journal of Revenue and Pricing Management*, 12 (3) 254 – 270
- J10. Wang, R.** 2012. "Capacitated Assortment and Price Optimization under the Multinomial Logit Choice Model," *Operations Research Letters*, 40 (6) 492 – 497

Selected Working Papers

- R1. Wang, R.** 2017. "Consumer Choice and Market Expansion: Modeling, Optimization and Estimation"
- R2. Gallego, G., R. Wang.** 2019. "Threshold Utility Model with Applications to Retailing and Discrete Choice Models"
- R3. Arslan, A., R. Easley, R. Wang, O. Yilmaz,** 2019. "Data-Driven Sports Ticket Pricing for Multiple Sales Channels with Heterogeneous Customers"

Patents

- P1.** "Profit Comparison of Extended Warranties", with J. Ward, F. Balestrieri, US8478620 B2
- P2.** "Pricing Open-list Warranties", with J. Ward, F. Balestrieri, US20130091064 A1
- P3.** "Residual Value Warranty", with J. Ward, J. Beltran, M. Hu, G. Gallego, S. Jain, US20130066790 A1
- P4.** "Making an Extended Warranty Coverage Decision", with G. Gallego, J. Ward, US20130013517 A1
- P5.** "Determining Product Price", with J. Beltran, E. Kayis, G. Gallego, J. Wang, K. Chen, S. Jain, US20140019210 A1
- P6.** "Tree-based Regression", with J. Wang, K. Chen, E. Kayis, G. Gallego, J. Beltran, S. Jain, US20130346033 A1
- P7.** "Net Utility Determination Based on Product Replacement and Service Plan Coverage Decisions", with J. Ward, US20120078645 A1; US9633357 B2

- P8.** "Flexible Extended Product Warranties Having Partially Refundable Premiums", J. Ward, G. Gallego, M. Hu, E. Kayis, F. Balestrieri, S. Jain, J. Beltran, D. Gilbert, US20110295756 A1
- P9.** "Flexible Extended Product Warranties", with J. Ward, G. Gallego, M. Hu, S. Jain, F. Balestrieri, J. Beltran, E. Kayis, US20110295755 A1
- P10.** "Product Warranties Having a Residual Value", with J. Ward, J. Beltran, G. Gallego, M. Hu, S. Jain, US20100185503 A1
- P11.** "Product determination for a portfolio", with J. Beltran, G. Gallego, J. Wang, K. Chen, S. Jain, US20140188567 A1
- P12.** "Determining Efficient Assortments of Products" with J. Ward, US 20140164066 A1
- P13.** "Estimating semi-parametric product demand models", with J. Wang, K. Chen, G. Gallego, J. Beltran, S. Jain, US 20140122173 A1

Teaching Experience

- Instructor at Johns Hopkins Carey Business School
 - BU.680.620: Operations Management
 - * Core course for MBA programs
 - * Global MBA (full-time), Flexible MBA (evening & weekend)
 - * Teaching evaluation (instructor overall quality): 4.78 out of 5.0
 - BU.510.650: Data Analytics
 - * Develop a brand-new elective/required course for MBA and MS programs
 - * Data-driven Business Analytics
 - * Lead instructor for 13 sections in 2015-16; 11 sections in 2016-17; 16 sections in 2017-18; 22 sections in 2018-19; 13 sections in 2019-20
 - * Teaching evaluation (instructor overall quality) for 5 sections in 2015-16: 4.70, 4.70, 4.65, 4.42, 4.58 out of 5.0
 - * Teaching evaluation (instructor overall quality) for 5 sections in 2016-17: 4.83, 4.79, 4.69, 4.44, 4.68 out of 5.0
 - * Teaching evaluation (instructor overall quality) for 6 sections in 2017-18: 4.79, 4.72, 4.51, 4.68, 4.75, 4.71 out of 5.0
 - * Teaching evaluation (instructor overall quality) for 4 sections in 2018-19: 4.86, 4.69, 4.56, 4.68 out of 5.0
 - Lead instructor for Data Analytics
- Teaching Assistant at Columbia University
 - Supply Chain Management
 - Statistical Inference for Financial Engineering
 - Introduction to Operations Research: Stochastic Models
 - Simulation

Editorial Services

- Senior Editor for the Production and Operations Management (POM) Journal, 2019 –
- Editorial Review Board for the Production and Operations Management (POM) Journal, 2018 –

Honors And Awards

- Outstanding Service Award, the Production and Operations Management Society (POMS), 2019
- Teaching Innovation Fund Award, Johns Hopkins Carey Business School, 2018
- Supplemental Research Support Funding Award, Johns Hopkins Carey Business School, 2018, 2019
- *Management Science* Meritorious Service Award, 2017, 2018
- M&SOM Meritorious Service Award, 2016, 2018
- Nominee for Secretary/Treasurer of INFORMS Revenue Management & Pricing Section, 2016
- Dean's Award for Faculty Excellence, Johns Hopkins Carey Business School, 2016, 2017, 2018, 2019
- The Black & Decker Research Fund, Johns Hopkins Carey Business School, 2014, 2017
- Practice Award of the INFORMS Revenue Management and Pricing Section, 2012
 - "Pricing and Managing a Portfolio of Products," a project at Hewlett-Packard Company
 - This award attests that the project is in the best tradition of the practice of operations research and management sciences.

Services At Johns Hopkins University

- Diversity Advocate in the research-track faculty search committee, Johns Hopkins Carey Business School, 2018 – 19
- Member of a faculty promotion committee, Johns Hopkins Carey Business School
- Academic Ethics Board, Johns Hopkins Carey Business School, 2018 –
- Curriculum Subcommittee for Operations Management & Business Analytics, 2018 –
- Mentor for junior faculty, Johns Hopkins Carey Business School, 2017 – 18; 2019 – 20
- Faculty Marshal for the Commencement at Johns Hopkins Carey Business School, 2017 Summer; 2019 Summer
- Chair of the practice-track faculty search committee, Johns Hopkins Carey Business School, 2016 – 17 (1 opening); 2018 – 19 (2 openings)
- Diversity Advocate in the practice-track faculty search committee, Johns Hopkins Carey Business School, 2016 – 17
- Member of the research-track faculty search committee, Johns Hopkins Carey Business School, 2016 – 17 (1 opening), 2017 – 18 (1 opening), 2018 – 19 (2 opening)

- Co-Organizer for seminar series at Johns Hopkins Carey Business School, 2016 – 19
- Invited speaker in MBA Concentration Fair at Johns Hopkins Carey Business School, 2016 – 17
- Faculty advisor for Student clubs at Johns Hopkins Carey Business School, 2016 – 17
- Invited Speaker in “Staff Lunch & Learn with Faculty” at Johns Hopkins Carey Business School, 10/2016
- Strategic IT Committee at Johns Hopkins Carey Business School, 2016 – 17
- Member of the research-track senior faculty search committee, Johns Hopkins Carey Business School, 2015 – 16
- Faculty panelist for MS programs at Johns Hopkins Carey Business School, 2014 –
- Lead instructor: Data Analytics at Johns Hopkins Carey Business School, 2013 –

Professional Services

- Co-Chair for INFORMS Revenue Management and Pricing Annual Meeting, June 04 – 05, 2020, Baltimore, MD
- External reviewer of scientific proposals for the Nazarbayev University Research Council in Astana, Kazakhstan, 2019 –
- External member of a dissertation committee in marketing at Rutgers University, 2019 –
- Program Co-Chair for The POMS Annual Conference (with 2000+ abstracts and participants), Washington, D.C., 2019
- Chair for “Johns Hopkins Carey Business School Symposium On Data-Driven Decision Making: Design, Optimization, And Application”, Washington, D.C., May, 2019
- Track Co-Chair for Revenue Management and Pricing (RMP) track at The POMS Annual Conference, Washington, D.C., 2019
- External thesis examiner for The Australian National University (ANU), 2019
- Discussant for MSOM Service Operations SIG Conference, UT Dallas, 2018
- Best Paper Award Committee and Judge for 11th Annual International Conference of the Chinese Scholars Association for Management Science and Engineering (CSAMSE), 2018, 2019
- Reviewer for MSOM Service SIG Conference, 2018, 2019
- Judge for MSOM Students Best Paper Competition, 2017, 2018, 2019
- Technical Program Committee for INFORMS Revenue Management and Pricing Section Meeting, June 29 – 30, 2017, Centrum Wiskunde & Informatica (CWI), Amsterdam
- Track Co-Chair for RM&P in INFORMS Annual Meeting, Houston TX, 2017
- External reviewer for the Research Grants Council (RGC) of Hong Kong, 2017, 2018, 2019
- Session Chair for INFORMS Revenue Management and Pricing Section Meeting, Amsterdam, 2017

- Reviewer for Supply Chain Management SIG of MSOM, 2017
- Nominee for Secretary/Treasurer of INFORMS Revenue Management & Pricing Section, 2016
- Judge for INFORMS Behavioral Operations Management Section Best Working Paper Award, 2016, 2017
- Judge for INFORMS Poster Competition, 2015
- Session Organizer and Chair for POMS Annual Meeting, 2015, 2016, 2017, 2018, 2019, 2020
- Session Chair and Session Organizer for DSI (Decision Sciences Institute) Annual Meeting, San Francisco CA, 2012
- Session Chairs for INFORMS Annual Meetings, 2012, 2013, 2015, 2016, 2017, 2018, 2019
- Ad-hoc Reviewer for journals including *Annals of Operational Research*, *Asia-Pacific Journal of Operational Research*, *European Journal of Operations Research*, *IIE Transactions*, *INFORMS Journal on Computing*, *Interfaces*, *International Journal of Production Economics*, *Management Science*, *Manufacturing & Service Operations Management*, *Mathematics of Operations Research*, *Naval Research Logistics*, *Operations Research*, *Production and Operations Management*, etc.
- Member of
 - Institute for Operations Research and the Management Sciences (INFORMS)
 - INFORMS – Revenue Management and Pricing (RM&P)
 - INFORMS – Manufacturing & Service Operations Management (M&SOM)
 - Production and Operations Management Society (POMS)

Invited Seminars At Universities

- U1. "Consumer Choice and Market Expansion: Modeling, Optimization and Estimation", Foster School of Business, The University of Washington, Seattle WA, 2019
- U2. "Consumer Choice and Market Expansion: Modeling, Optimization and Estimation", Amazon Research, Seattle WA, 2019
- U3. "Recommendation, Assortment and Pricing under Consumer Choice Behavior: Modeling, Optimization and Estimation," Alibaba Research (Damo), Seattle WA, 2019
- U4. "Discrete Choice Models with Different Levels of Utility Uncertainty," Sauder School of Business, University of British Columbia, 2019
- U5. "Consumer Choice and Market Expansion: Modeling, Optimization and Estimation", The Kenan – Flagler Business School at the University of North Carolina at Chapel Hill, 2019
- U6. "Consumer Choice with Consideration Set: Threshold Luce Model," Carroll School Of Management, Boston College, 2019
- U7. "Consumer Choice with Consideration Set: Threshold Luce Model," 2019 ISOM workshop on "Creating Business Value with Fusion of Technology and Methods" at the University of Florida, Gainesville

- U8. "Consumer Choice with Consideration Set: Threshold Luce Model," North Carolina State University, 2019
- U9. "Consumer Choice with Consideration Set: Threshold Luce Model", Nanjing University Business School, 2018
- U10. "Data Driven Methods for Product Variety Management and Pricing," Shanghai University of International Business and Economics, 2018
- U11. "Main Products and Recommendations: Substitution and Complementarity", School of Management and Engineering, Nanjing University, 2018
- U12. "Consumer Choice and Market Expansion: Modeling, Optimization and Implementation", School of Economics and Management, Southeast University, 2018
- U13. "Consumer Choice and Market Expansion: Modeling, Optimization and Implementation", Nanjing University Business School, 2018
- U14. "When Prospect Theory Meets Consumer Choice Models: Assortment and Pricing Management with Reference Prices," Marshall School of Business, University of Southern California. 2018
- U15. "The Impact of Consumer Search Cost on Assortment Planning and Pricing", Nanjing University Business School, 2018
- U16. "When Prospect Theory Meets Consumer Choice Models: Assortment and Pricing Management with Reference Prices," Paul Merage School of Business, University of California - Irvine, 2018
- U17. "Consumer Choice and Market Expansion: Modeling, Optimization and Implementation," School of Management and Engineering, Nanjing University, 2017
- U18. "When Prospect Theory Meets Consumer Choice Models: Assortment and Pricing Management with Reference Prices," Shanghai University of International Business and Economics, 2017
- U19. "Consumer Choice Models with Reference Prices," Stephen J.R. Smith School of Business, Queen's University, 2017
- U20. "Consumer Choice Models with Reference Prices", Robert H. Smith School of Business, University of Maryland, 2016
- U21. "The Impact of Consumer Search Cost on Assortment Planning and Pricing", School of Business & Management, Morgan State University, 2016
- U22. "The Impact of Consumer Search Cost on Assortment Planning and Pricing", LeBow College of Business, Drexel University, 2015
- U23. "The Impact of Consumer Search Cost on Assortment Planning and Pricing", McDonough School of Business, Georgetown University, 2015
- U24. "The Impact of Consumer Search Cost on Assortment Planning and Pricing", George Washington University, School of Business, 2015
- U25. "Consumer Choice Models with Endogenous Network Effects", Hong Kong University of Science and Technology, joint seminar of OM and IE, 2015

- U26. "The Impact of Consumer Search Cost on Assortment Planning and Pricing", Johns Hopkins University, Carey Business School, 2015
- U27. "The Impact of Consumer Search Cost on Assortment Planning and Pricing", The Chinese University of Hong Kong, Business School, 2015
- U28. "Consumer Choice Models with Endogenous Network Effects", Nanjing University, China, 2015
- U29. "The Impact of Consumer Search Cost on Assortment Planning and Pricing", University of Science and Technology of China, School of Management, 2015
- U30. "Consumer Choice Models with Endogenous Network Effects", Johns Hopkins University, Carey Business School, 2014
- U31. "A Unified Method for Constrained Assortment and Pricing Problems under the Multi-Stage Nested Logit Model," Johns Hopkins University, Carey Business School, 2013
- U32. "Price Optimization and Competition for Multi-Products under the Nested Logit Model with Product-Differentiated Price Coefficients," Columbia Business School, Columbia University, New York NY, 2011

Invited Talks At Conferences

- C1. "Consumer Choice And Market Expansion: Modeling, Optimization And Estimation", INFORMS Annual Meeting, Seattle WA 2019
- C2. "Pricing Under Choice Model With Consideration Set", INFORMS Annual Meeting, Seattle WA 2019
- C3. "Pricing Ancillary Service Subscriptions," INFORMS Annual Meeting, Seattle WA 2019
- C4. "Discrete Choice Models with Different Levels of Utility Uncertainty," INFORMS Annual Meeting, Seattle WA 2019
- C5. "Revenue Management and Pricing under New Choice Models", POMS Annual Conference, Washington DC, 2019
- C6. "Main Products and Recommendations: Substitution and Complementarity", POMS Annual Conference, Washington DC, 2019
- C7. "When Prospect Theory Meets Consumer Choice Models: The Role Of Reference Prices", INFORMS Annual Meeting, Phoenix AZ, 2018
- C8. "Consumer Choice and Market Expansion: Modeling, Optimization and Implementation", INFORMS Annual Meeting, Phoenix AZ, 2018
- C9. "Product Quality, Service And Pricing", INFORMS Annual Meeting, Phoenix AZ, 2018
- C10. "Operations Management Under Sequential Choice Models", INFORMS Annual Meeting, Phoenix AZ, 2018
- C11. "Consumer Choice Models With Consideration Set", INFORMS Annual Meeting, Phoenix AZ, 2018
- C12. "When Prospect Theory Meets Consumer Choice Models: Assortment and Pricing with Reference Prices", INFORMS Revenue Management and Pricing Section Conference, Toronto, 2018

- C13. "When Prospect Theory Meets Consumer Choice Models: Assortment and Pricing with Reference Prices", MSOM Annual Conference, Dallas TX, 2018
- C14. "When Prospect Theory Meets Consumer Choice Models: Assortment and Pricing with Reference Prices", Plenary talk at the Operations Research and Management Science Workshop, Nanjing, 2017
- C15. "Product Quality, Service and Pricing", INFORMS Annual Meeting, Houston TX, 2017
- C16. "Consumer Choice and Market Expansion: Modeling, Optimization and Implementation", INFORMS Annual Meeting, Houston TX, 2017
- C17. "Pricing Ancillary Service Subscriptions", INFORMS Annual Meeting, Houston TX, 2017
- C18. "When Prospect Theory Meets Consumer Choice Models: Assortment and Pricing with Reference Prices", INFORMS Annual Meeting, Houston TX, 2017
- C19. "Pricing Ancillary Service Subscriptions", INFORMS Revenue Management and Pricing Conference, Amsterdam The Netherland, 2017
- C20. "Pricing Ancillary Service Subscriptions", MSOM Annual Conference, University of North Carolina, 2017
- C21. "Assortment, Pricing and Market Expansion Under Consumer Choice Models," POMS Annual Conference, Seattle WA, 2017
- C22. "Pricing And Assortment Management Under New Choice Models", INFORMS Annual Meeting, Nashville TN, 2016
- C23. "Assortment, Pricing And Market Expansion", INFORMS Annual Meeting, Nashville TN, 2016
- C24. "Price and Quality Management for Products and Associated Services", INFORMS Annual Meeting, Nashville TN, 2016
- C25. "Consumer Choice Models with Endogenous Network Effects", INFORMS Annual Meeting, Nashville TN, 2016
- C26. "When Prospect Theory Meets Consumer Choice Models", INFORMS Annual Meeting, Nashville TN, 2016
- C27. "The Impact of Consumer Search Cost on Assortment Planning and Pricing", INFORMS Revenue Management and Pricing Conference, New York University, New York, NY 2016
- C28. "The Impact of Consumer Search Cost on Assortment Planning and Pricing", POMS Annual Conference, Orlando FL, 2016
- C29. "Price and Quality Management for Products and Associated Services", POMS Annual Conference, Orlando FL, 2016
- C30. "Consumer Choice Models with Endogenous Network Effects", POMS Annual Conference, Orlando FL, 2016
- C31. "On the Sum-Product Ratio Problem and its Applications", POMS Annual Conference, Orlando FL, 2016

- C32. "The Impact of Consumer Search Cost on Assortment Planning and Pricing", INFORMS Annual Meeting, Philadelphia PA, 2015
- C33. "Pricing Ancillary Service Subscriptions", INFORMS Annual Meeting, Philadelphia PA, 2015
- C34. "Consumer Choice Models with Endogenous Network Effects", MSOM Service Management Special Interest Group (SIG) Annual Meeting, Toronto Canada, 2015
- C35. "The Impact of Consumer Search Cost on Assortment Planning and Pricing", MSOM Annual Meeting, Toronto Canada, 2015
- C36. "The Impact of Consumer Search Cost on Assortment Planning and Pricing", INFORMS Revenue Management and Pricing Conference, Columbia University, New York, NY 2015
- C37. "The Impact of Consumer Search Cost on Assortment Planning and Pricing", POMS Annual Conference, Washington DC, 2015
- C38. "The Impact of Consumer Search Cost on Assortment Planning and Pricing", INFORMS Annual Meeting, San Francisco CA, 2014
- C39. "Consumer Choice Models with Endogenous Network Effects", INFORMS Annual Meeting, San Francisco CA, 2014
- C40. "No Claim? Your Gain: Design of Residual Value Extended Warranties under Risk Aversion and Strategic Claim Behavior," MSOM Annual Meeting, Seattle WA, 2014
- C41. "No Claim? Your Gain: Design of Residual Value Extended Warranties under Risk Aversion and Strategic Claim Behavior," Revenue Management & Pricing Section Conference, Istanbul Turkey, 2014
- C42. "A Unified Method for Constrained Assortment and Pricing Problems under the Multi-Stage Nested Logit Model," INFORMS Annual Meeting, Minneapolis MN, 2013
- C43. "Assortment Management under the Generalized Attraction Model with a Capacity Constraint," Decision Sciences Institute (DSI) 2012 Annual Meeting, San Francisco CA
- C44. "Product Line Selection and Pricing Strategy under Discrete Consumer Choice Models," Decision Sciences Institute (DSI) 2012 Annual Meeting, San Francisco CA
- C45. "Capacitated Assortment and Price Optimization under the Multinomial Logit Choice Model," INFORMS Annual Meeting, Phoenix AZ, 2012
- C46. "Data Driven Market Pricing and Portfolio Management", INFORMS Annual Meeting, Phoenix AZ, 2012
- C47. "Multi-Product Revenue Management and Pricing under Capacitated Discrete Choice Models," INFORMS Annual Meeting, Phoenix AZ, 2012
- C48. "Multi-Product Price Optimization and Competition under the Nested Logit Model with Product-Differentiated Price Sensitivities," Supply Chain Management Special Interest Group (SIG) MSOM Annual Conference 2012, New York NY
- C49. "Price Optimization and Competition under the Nested Logit Model with Product-differentiated Price Sensitivity," INFORMS Annual Meeting, Charlotte NC, 2011

- C50.** "Monthly Warranties in a Heterogeneous Market with Dynamic Learning," Annual POMS Conference, Reno NV, 2011
- C51.** "Flexible Extended Warranties in a Heterogeneous Market with Dynamic Learning," INFORMS Revenue Management & Pricing Section Conference, New York NY, 2011
- C52.** "Flexible Duration Warranties with Dynamic Reliability Learning," MSOM Annual Conference, Ann Arbor MI, 2011

Media Coverage

- M1.** "For Your Reference: A model using a broad range of data offers an enhanced way of predicting how shoppers make their choices", *Changing Business*, Fall 2018
- M2.** "Concept Using 'Reference Prices' Offers Another Way of Looking at How Consumers Make Their Choices, Johns Hopkins Researcher Says." *WENY NEWS*, July, 2018
- M3.** "Carey Research: A Different Take On How Consumers Make Choices." *Carey News and Views*. Johns Hopkins Carey Business School. Fall, 2018
- M4.** "Concept Using 'Reference Prices' Offers Another Way of Looking at How Consumers Make Their Choices, Johns Hopkins Researcher Says." *PRWeb*. July 26, 2018
- M5.** "Johns Hopkins Study Offers Method for Measuring Appeal of Commercial Products." *Seattlepi.com*. June 21, 2016
- M6.** "A method for measuring the 'cool factor' of commercial products." *JHU Hub*. June 20, 2016
- M7.** "Johns Hopkins Study Offers Method for Measuring Appeal of Commercial Products." *PRWeb*. June 20, 2016
- M8.** "Johns Hopkins Study Offers Method for Measuring Appeal of Commercial Products." *Newswise, Inc*. June 20, 2016
- M9.** "Johns Hopkins Study Offers Method for Measuring Appeal of Commercial Products." *The San Antonio Express-News*. June 21, 2016
- M10.** "How Cool Is That?" *Changing Business*. Johns Hopkins Carey Business School. Fall, 2016

Other Working Experience

- 2012 – 2013, Research Scientist at Hewlett-Packard Company, Palo Alto, CA
- 2008 – 2011, Research Associate (continuous full/part-time position while as a Ph.D. student, approx. 65% time) at HP Labs, Hewlett-Packard Company
- 2006 – 2008, Teaching Assistant at Columbia University, New York, NY
- 2004 – 2006, Research Associate at Institute of Applied Mathematics, Chinese Academy of Science, Beijing