

Yuexing Li

CONTACT INFORMATION	Johns Hopkins Carey Business School 100 International Drive Baltimore, MD 21202	Email: yuexing.li@jhu.edu Website: www.liyuexing.com Phone: 410.234.4761
POSITION	Johns Hopkins Carey Business School , Baltimore, MD Assistant Professor of Operations Management and Business Analytics	2022–now
EDUCATION	Duke University , Durham, NC <i>Fuqua School of Business</i> Ph.D. in Business Administration	2017-2022
	Cornell University , Ithaca, NY <i>School of Operations Research and Information Engineering</i> M.Eng. in Operations Research	2012-2014
	Yale University , New Haven, CT <i>School of Engineering and Applied Sciences</i> M.S. in Biomedical Engineering	2011-2012
	Peking University , Beijing, China <i>College of Chemistry and Molecular Engineering</i> B.S. in Chemistry	2007-2011
	<i>China Center for Economic Research</i> B.A. in Economics	2008-2011
RESEARCH INTERESTS	Data-driven decision-making under uncertainty, statistical/machine learning, revenue management, dynamic pricing, and inventory control	
PUBLICATIONS	1. Multiperiod Stock Allocation via Robust Optimization, with P.L. Jackson & J.A. Muckstadt (2019), <i>Management Science</i>, 65(2):794-818 2. Data-Driven Dynamic Pricing and Ordering with Perishable Inventory in a Changing Environment, with N.B. Keskin & J.-S. Song (2022), <i>Management Science</i>, 68(3): 1938-1958 – Special Issue on Data-Driven Prescriptive Analytics 3. Data-Driven Clustering and Feature-Based Retail Electricity Pricing with Smart Meters, with N.B. Keskin & N. Sunar, <i>Operations Research</i>, 73(5):2636-2660 – Winner, INFORMS Data Mining Best Paper Competition, 2020 – Spotlight Track, INFORMS 2021 RM&P Conference – Winner, INFORMS Service Science Best Paper Competition, 2022	
WORKING PAPERS	1. Customer-Driven Bundle Promotion Optimization at Scale, with A. Fattahi & O. Sahin, under review at <i>Operations Research</i> 2. Green Ride-Hailing: Impact on Environment and Consumers, with N.B. Keskin & N. Sunar, under revision at <i>Management Science</i>	

3. [A Unified Parsimonious Model for Structural Demand Estimation Accounting for Stockout and Substitution](#), with Y. Deng & J.-S. Song, under revision at *Management Science*
4. Deep Learning for Visual Advertising on Digital Platforms: Asymptotically Optimal Image Selection, with N.B. Keskin, S. Liu, & J.-S. Song, to be submitted to *Operations Research*
5. A Graph Neural Network Approach for Predicting Supply Chain Network Performance, with S. Chen, J.-S. Song, & Y. Wei, manuscript in preparation
6. Efficient Leverage Score Subsampling Methods with Applications in Large-Scale Energy Market Demand Forecasting, with A. Eshragh, L. Yerbury, F. Roosta, & M. W. Mahoney, work in progress
7. Bridging Data-Driven Learning and Optimization for Efficient Decision-Making in Large-Scale Uncertain Models, with A. Eshragh, A. Fattahi, & K. Wang, work in progress

TEACHING EXPERIENCE

Johns Hopkins University, Baltimore, MD

Instructor

- *Business Analytics* (M.S. Marketing), Spring 2023
- *Business Analytics* (M.S. BAAI), Fall 2023, Fall 2024, Fall 2025

Duke University, Durham, NC

Teaching Assistant for Prof. Fernando Bernstein

- *Operations Management* (Weekend EMBA), Spring 2019, 2020 & Summer 2021
- *Operations Management* (Global EMBA), Summer 2019

InstaEDU

Online Tutor, 2014–2016

- *Optimization, Probability, Statistics, Economics, Simulation*, etc.

Cornell University, Ithaca, NY

Course Developer for Prof. Peter L. Jackson

- *Applications of Operations Research to Health Systems* (B.S./M.S.), Spring 2014

Teaching Assistant for Prof. James Renegar

- *Optimization I* (B.S./M.S.), Fall 2013

Peking University, Beijing, China

Teaching Assistant for Prof. Yiping Liao

- *Quantitative Analytical Chemistry Lab Experiments* (B.S.), Spring 2011

PROFESSIONAL SERVICES

Referee

- Journals: *Management Science*, *Operations Research*, *Manufacturing and Service Operations Management*, *Production and Operations Management*, *IIE Transactions*, *Naval Research Logistics*
- Competitions: DMDA Workshop Best Paper Competition (2020), MSOM Best Student Paper Competition (2023-2026), MSOM SIG (2022-2026), TIMES Best Paper Competition (2026)
- Grants: General Research Fund by the Hong Kong Research Grants Council (2024-2025)

Session Chair

- Data-Driven Decision Making and Analytics, INFORMS Annual Meeting 2020
- Data-Driven Learning in Revenue Management, INFORMS Annual Meeting 2021
- Innovative Business Models in Sustainable/Smart City Operations, INFORMS Annual Meeting 2021
- Data-Driven Learning Models and Methods, INFORMS Annual Meeting 2022
- Data-Driven Decision Making in Inventory and Supply Chain System, POMS Annual Meeting 2023
- Ride-Hailing and Platform Operations, INFORMS Annual Meeting 2023, 2024
- Recent Advances in Data-Driven Decision-Making and Analytics, INFORMS Annual Meeting 2025
- Recent Advances in AI for Data-Driven Decision-Making, INFORMS Annual Meeting 2026

Mentor

- JHU Carey first-year faculty mentor, Jul 2023-Jun 2024

JHU Carey Operations Seminar Series Organizer, Jul 2023-Jun 2025

JHU Carey Academic Ethics Board Committee Member, Jul 2023-now

JHU Carey Diversity and Inclusion Committee Member, Jul 2024-now

JHU Carey AI Hump Integration Gathering, 2024-2026 (co-organized with A. Eshragh and A. Fattahi)

Business Analytics, Artificial Intelligence, and Cherry Blossom Conference, Spring 2025 (co-organized with A. Eshragh and A. Fattahi)

HONORS & AWARDS	JHU Carey General Research Support Fund	2025, 2026
	JHU Carey Community Event Fund (with A. Eshragh and A. Fattahi)	2024
	JHU Alumni Association Excellence in Teaching Award	2024, 2026
	JHU Carey Faculty Excellence Award	2023, 2024
	Winner, INFORMS Service Science Best Paper Competition	2022
	Spotlight Track, INFORMS RM&P Conference	2021
	Winner, INFORMS Data Mining Best Paper Competition	2020
	Doctoral Fellowship, Duke University	2017-2022
	Silent Hoise & Crane Award for ORIE M.Eng. Project, Cornell University	2013
	Academic Excellence Award, Peking University	2008-2010
	First Prize, National Chemistry Olympics Competition	2006

INVITED TALKS

- 2021
 - Johns Hopkins University, Carey Business School
 - Rice University, Jones Graduate School of Business
- 2022
 - University of California, Berkeley, Haas School of Business
- 2023
 - University of Toronto, Rotman School of Management
- 2024
 - University of Florida, Warrington College of Business
 - University of Maryland, College Park, Smith School of Business

CONFERENCE
PRESENTATIONS

Data-Driven Dynamic Pricing and Ordering with Perishable Inventory in a Changing Environment

- INFORMS Annual Meeting, Seattle, WA 2019
- INFORMS Annual Meeting, Virtual 2020
- INFORMS Data Mining & Decision Analytics Workshop, Virtual 2020
- INFORMS Data Science Workshop, Virtual 2020
- POMS Annual Conference, Virtual 2021

Data-Driven Clustering and Feature-based Retail Electricity Pricing with Smart Meters

- INFORMS Data Mining Best Paper Competition, Virtual 2020
- INFORMS MSOM Conference, Virtual 2021
- Cornell ORIE Young Researcher Workshop, Ithaca, NY 2021
- INFORMS Data Mining & Decision Analytics Workshop, Anaheim, CA 2021
- INFORMS Data Science Workshop, Virtual 2021
- INFORMS Annual Meeting, Indianapolis, IN 2022
- POMS Annual Conference, Orlando, FL 2023

Deep Learning for Visual Advertising on Digital Platforms: Asymptotically Optimal Image Selection

- INFORMS MSOM Conference, Virtual 2021
- INFORMS RM&P Conference, Virtual 2021, 2022
- INFORMS Annual Meeting, Anaheim, CA 2021
- INFORMS Annual Meeting, Indianapolis, IN 2022
- INFORMS Annual Meeting, Seattle, WA 2024
- INFORMS RM&P Conference, Ann Arbor, MI 2026

A Unified Parsimonious Model for Structural Demand Estimation Accounting for Stockout and Substitution

- POMS Annual Conference, Orlando, FL 2023

A Graph Neural Network Approach for Predicting Supply Chain Network Performance

- POMS Annual Conference, Orlando, FL 2023

Green Ride-Hailing: Impact on Environment and Consumer

- INFORMS Annual Meeting, Phoenix, AZ 2023
- INFORMS MSOM Conference, Minneapolis, MN 2024
- INFORMS RM&P Conference, Los Angeles, CA 2024
- INFORMS Annual Meeting, Seattle, WA 2024
- POMS Annual Conference, Atlanta, GA 2025
- Early-Career Sustainable Operations Workshop, Richardson, TX 2026
- POMS Annual Conference, Reno, NV 2026
- INFORMS MSOM Conference, Boston, MA 2026

Customer-Driven Bundle Promotion Optimization at Scale

- POMS Annual Conference, Atlanta, GA 2025

WORK
EXPERIENCE

CICC Fund Management, Beijing, China
Assistant Analyst

2016

- Designed various experiments to detect and fix programming flaws of a recently designed ultra-fast investment and trading system
- Programmed risk management entries on the ultra-fast trading system to monitor and control abnormal and extreme security transactions

OTHER
SKILLS

Programming: MATLAB, Python, R, LaTeX, MySQL, Mathematica, C/C++
Languages: Mandarin (native), English (fluent), Spanish (B1), Turkish (A2)