

# Hanwei Li

7-240 Lau Ming Wai Academic Building  
83 Tat Chee Avenue, Kowloon Tong, Hong Kong

Email: hanweili@cityu.edu.hk  
Mobile: +852 93389129

---

## EMPLOYMENT

**City University of Hong Kong**  
*Assistant Professor, Department of Management Sciences*

Hong Kong SAR  
*July 2022 - Present*

---

## EDUCATION

**Massachusetts Institute of Technology**  
*Ph.D. Candidate in Social and Engineering Systems*

Cambridge, MA  
*Sep 2016 - May 2022*

**Department:** Institute for Data, Systems, and Society (IDSS), under Schwarzman College of Computing

**Dissertation Title:** “Estimation and Optimization in Online Marketplaces”

**Committee:** David Simchi-Levi (advisor), Stephen Graves and Victor Martínez de Albéniz

**Singapore University of Technology and Design**  
*B.E. in Engineering Systems and Design, with Honors (Summa Cum Laude)*

Singapore  
*May 2012 - Sep 2015*

**Specialization Track:** Economics & Operations Research, Business Analytics

**Minor:** Information Systems Technology and Design

---

## RESEARCH WORK

**Li, H.**, Simchi-Levi, D., Wu, M. X., Zhu, W. Estimating and Exploiting the Impact of Photo Layout: A Structural Approach. *Accepted by **Management Science**.*

**Li, H.**, Simchi-Levi, D., Sun, R., Wu, M. X., Fux, V., Gellert, T., Greiner, T., Taverna, A. Large-scale Price Optimization for an Online Fashion Retailer. *To appear in book “**Innovative Technology at the Interface of Finance and Operations**”.*

Chen, H., **Li, H.**, Simchi-Levi, D., Wu, M. X., Zhu, W. Assortment Display, Price Competition and Fairness in Online Marketplaces. *Under Review at **Management Science**.*

---

## TEACHING EXPERIENCE

**14.310x Data Analytics for Social Scientists**  
*Teaching Assistant & Session Instructor*

Massachusetts Institute of Technology  
*Summer 2020*

**1.275/IDS.305 Business and Operations Analytics**  
*Teaching Assistant*

Massachusetts Institute of Technology  
*Spring 2019*

**Linear Algebra and Multi-variable Calculus**  
*Undergraduate Teaching Assistant*

Singapore University of Technology and Design  
*Summer 2014*

---

## INDUSTRY COLLABORATIONS

**Zalando - Discount Optimization**  
*Research Assistant, Advisor: David Simchi-Levi*

Massachusetts Institute of Technology  
*July 2018 - Feb 2022*

**AB-Inbev - Demand Forecast and Promotion Optimization**  
*Research Assistant, Advisor: David Simchi-Levi*

Massachusetts Institute of Technology  
*Feb 2017 - Apr 2018*

**National University Hospital**  
*Research Assistant, Advisor: Chung-Piaw Teo*

National University of Singapore  
*Oct 2015 - June 2016*

## HONORS AND AWARDS

---

Finalist, <i>INFORMS Revenue Management &amp; Pricing Practice Award</i> .	<i>2022</i>
Second Place, <i>INFORMS Service Science IBM Best Student Paper Competition</i> .	<i>2021</i>
Zalando Research Grant	<i>2018-2021</i>
GLC-SM2 PRC Student Scholarship by Singapore Ministry of Education.	<i>2012-2015</i>
SUTD Honours List for Freshmore, Sophomore, Junior and Senior Terms.	<i>2012-2015</i>

## PROFESSIONAL ACTIVITIES

---

Reviewer for Management Science.	
Honorary Judge for the Aporta NGO project session to MIT community.	<i>Sep 2020</i>
Session Chair for 2019 Manufacturing and Service Operations Management (MSOM) Conference	<i>July 2019</i>

## CONFERENCE PRESENTATIONS

---

<b>Price Competition and Assortment Display in Online Marketplace.</b>	
◦ INFORMS Annual Conference	<i>2020, 2021</i>
<b>Estimating and Exploiting the Impact of Photo Layout: A Structural Approach.</b>	
◦ INFORMS Annual Conference	<i>2019, 2020, 2021</i>
◦ POMS Annual Conference	<i>2020, 2021</i>
◦ MSOM Annual Conference	<i>2019</i>
<b>Data-driven Promotion Planning with Multiple Forms of Cannibalization.</b>	
◦ INFORMS Annual Conference	<i>2017</i>