

Guiyun Feng

CONTACT INFORMATION

Lee Kong Chian School of Business
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ACADEMIC POSITIONS

Singapore Management University, Singapore Jan 2019 - Now
Assistant Professor of Operations Management in Lee Kong Chian School of Business

EDUCATION

University of Minnesota, Minneapolis, MN Aug. 2014 - Nov. 2018
Ph.D, Department of Industrial and Systems Engineering

- Thesis title: “Analysis of On-Demand Ride-Hailing Systems”
- Advisors: Zizhuo Wang and Guangwen Kong

City University of Hong Kong, Kowloon, Hong Kong Sep. 2010 - Aug. 2014
Ph.D, Department of Management Sciences

- Thesis title: “The Pricing and Hedging of American Options”
- Advisor: Guangwu Liu

University of Science and Technology of China, Hefei, China Sep. 2006 - Jul. 2010
B.S., Department of Physics

RESEARCH INTERESTS

Service Design and Service Operations, Sharing Economy, Innovative Business Models, Supply Chain Management, Project Portfolio Management

JOURNAL PUBLICATIONS

Guiyun Feng, Guangwen Kong and Zizhuo Wang. We Are on the Way: Analysis of On-Demand Ride-Hailing Systems. *Manufacturing & Service Operations Management*, 2020.

- The 2017 CSAMSE Annual Conferences Best Paper Award, Honorable Mention
- Selected for MSOM Service SIG Conference 2017

Guiyun Feng, Xiaobo Li and Zizhuo Wang. On the Substitutability and Complementarity of Choice Models. *Operations Research Letters*, 46(1), 141-146, 2018.

Guiyun Feng, Xiaobo Li and Zizhuo Wang. On the Relationship between Several Discrete Choice Models. *Operations Research*, 65(6), 1516-1525, 2017.

Guiyun Feng, Guangwu Liu and Lihua Sun. A Nonparametric method for pricing and hedging American options. *Proceedings of the 2013 Winter Simulation Conference*, 691-700, 2013

PAPER UNDER REVIEW

Guiyun Feng, Ioannis Bellos and Deyin Ji. Expanding Platform Capacity Through Asset Rental Programs: Design and Implications, https://papers.ssrn.com/sol3/papers.cfm?abstract_id=4530938

Guiyun Feng, Pascale Crama, and Wenqi Lian. R&D Project Portfolio Collaboration: How to Structure the Strategic Alliance? https://papers.ssrn.com/sol3/papers.cfm?abstract_id=4640958

WORK IN PROGRESS

Onur Boyabatli and **Guiyun Feng**. Stochastic Capacity Management in the Presence of Production

Resource Disruption, preparing for submission

Xin Fang, **Guiyun Feng**, Liling Lu, Sergei Savin. Partnerships Between Taxis and On-Demand Ride-Hailing Platforms: A Regulatory Perspective, preparing for submission

Pascale Crama, **Guiyun Feng**, Natalie Huang, Helen Zhou. Optimal Design of Extended Producer Responsibility Regulation for Emerging Industries, work in progress

ACADEMIC HONORS
AND AWARDS

Urban Fellow within the “Urban Growth” pillar, SMU	2023
SMU Most Promising Teacher Award Nomination	2022
Ministry of Education (MOE) Tier 1 Grant	2022
LKCSB Dean’s Teaching Honour List	2021, 2022
The CSAMSE Annual Conference Best Paper Award, Honorable Mention	2017
Sponsorship from Amazon.com Inc for Grace Hopper Celebration of Women in Computing	2017
Scholarship for Study Abroad Program, City University of Hong Kong,	2014
Merit Undergraduate Scholarship, University of Science and Technology of China	2006-2009

INVITED TALKS &
CONFERENCE
PRESENTATIONS

R&D Project Portfolio Collaboration: How to Structure the Strategic Alliance?

- 14th POMS-HK International Conference, 2024

Expanding Platform Capacity Through Asset Rental Programs: Design and Implications

- Nanyang Business School, NTU, 2022
- Fox School of Business, Temple University, 2022
- INFORMS Annual Meeting, 2022
- INFORMS Annual Meeting, 2021
- INFORMS Annual Meeting, 2020

Stochastic Capacity Management in the Presence of Production Resource Disruption

- MSOM Conference 2021

We Are on the Way: Analysis of On-Demand Ride-Hailing Systems

- INFORMS Annual Meeting, Houston, 2017
- INFORMS Annual Meeting, Nashville, 2016
- INFORMS International Meeting, Hawaii, 2016
- POMS 27th Annual Conference, Orlando, 2016

On the Relation between Several Discrete Choice Models.

- INFORMS Annual Meeting, Philadelphia, 2015

A Nonparametric Method for Pricing and Hedging American Options

- INFORMS Annual Meeting, Philadelphia, 2015
- Winter Simulation Conference, Washington, D.C., 2013

INDUSTRY
EXPERIENCE

Amazon.com Inc, Seattle, WA

May 2017 - Aug. 2017

Machine Learning Scientist Summer Intern

- Designed and implemented deep reinforcement learning algorithms to detect fraudulent transaction orders by exploring the feedback from human investigators
- Improved the fraud transaction detection efficiency

OTHER
PROFESSIONAL
SERVICES

Professional Society

- Member of INFORMS, MSOM, POMS

Reviewer Service

- Referee for *Manufacturing and Service Operations Management*, *Operations Research Letters*, *Production and Operations Management*, *Transportation Science*, *Transportation Research*, *Service Science*

Service in Professional Organizations

- External Reviewer of Research Grants Council Application, Hong Kong, 2023
- Judge, MSOM SIG, 2022
- Judge, POMS HK Best Student Paper, 2020