

Guiyun Feng

CONTACT INFORMATION	<p>Lee Kong Chian School of Business Room 4082 Singapore Management University 50 Stamford Road, Singapore 178899</p> <p>✉ gyfeng@smu.edu.sg Tel: 6828 0242</p>
EMPLOYMENT	<p>Singapore Management University, Singapore Jan. 2019 – Present Assistant Professor, Operations Management, Lee Kong Chian School of Business</p>
EDUCATION	<p>University of Minnesota, Minneapolis, MN Aug. 2014 – Nov. 2018 Ph.D., Department of Industrial and Systems Engineering</p> <ul style="list-style-type: none"> • Thesis: “Analysis of On-Demand Ride-Hailing Systems” • Advisors: Zizhuo Wang and Guangwen Kong <p>City University of Hong Kong, Kowloon, Hong Kong Sep. 2010 – Aug. 2014 Ph.D., Department of Management Sciences</p> <ul style="list-style-type: none"> • Thesis: “The Pricing and Hedging of American Options” • Advisor: Guangwu Liu <p>University of Science and Technology of China, Hefei, China Sep. 2006 – Jul. 2010 B.S., Department of Physics</p>
RESEARCH INTERESTS	Digital Economy, Smart Transportation, Online Platforms, Supply Chain Management, Revenue Management, Project Portfolio Management
JOURNAL PUBLICATIONS	<p>Guiyun Feng, Guangwen Kong and Zizhuo Wang. We Are on the Way: Analysis of On-Demand Ride-Hailing Systems. <i>Manufacturing & Service Operations Management</i>, 2021.</p> <ul style="list-style-type: none"> • 2017 CSAMSE Annual Conference Best Paper Award, Honorable Mention • Selected for M&SOM Service SIG Conference 2017 <p>Guiyun Feng, Xiaobo Li and Zizhuo Wang. On the Substitutability and Complementarity of Choice Models. <i>Operations Research Letters</i>, 46(1), 141–146, 2018.</p> <p>Guiyun Feng, Xiaobo Li and Zizhuo Wang. On the Relationship between Several Discrete Choice Models. <i>Operations Research</i>, 65(6), 1516–1525, 2017.</p> <p>Guiyun Feng, Guangwu Liu and Lihua Sun. A Nonparametric Method for Pricing and Hedging American Options. <i>Proceedings of the Winter Simulation Conference</i>, 691–700, 2013.</p>
PAPERS UNDER REVIEW	<p>(Names with * indicate Ph.D. students collaborating with Dr. Guiyun Feng.)</p> <p>Guiyun Feng, Wenqi Lian. R&D Project Portfolio Collaboration: How to Structure the Strategic Alliance? https://papers.ssrn.com/sol3/papers.cfm?abstract_id=4640958</p> <ul style="list-style-type: none"> • Major Revision, <i>Manufacturing & Service Operations Management</i>, 2025 • Selected for M&SOM TIE SIG 2024 Conference <p>Liling Lu*, Xin Fang, Guiyun Feng, Sergei Savin. Taxis on Ride-Hailing Platforms: Managing On-Demand Urban Mobility Ecosystems. https://papers.ssrn.com/sol3/papers.cfm?abstract_id=4771777</p> <ul style="list-style-type: none"> • Major Revision, <i>Manufacturing & Service Operations Management</i>, 2025

Onur Boyabatli and **Guiyun Feng**. Capacity Investment in the Presence of Correlated Demand and Production Resource Uncertainties and Its Implications for Financial Hedging. https://ink.library.smu.edu.sg/lkcsb_research/7723

- Under Review, *Management Science*, 2025

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

- In preparation for resubmission, 2025

WORK IN PROGRESS Pengcheng Bai*, Xin Fang, **Guiyun Feng**, Sergei Savin. Feeding Communities Smartly: Operations of Community Dining Hall (work in progress)

ACADEMIC HONORS AND AWARDS	Urban Fellow, “Urban Growth” pillar, SMU	2023
	SMU Most Promising Teacher Award Nomination	2022
	LKCSB Dean’s Teaching Honour List	2021, 2022
	CSAMSE Annual Conference Best Paper Award, Honorable Mention	2017
	Amazon.com Inc. sponsorship for Grace Hopper Celebration	2017
	Scholarship for Study Abroad Program, City University of Hong Kong	2014
	Merit Undergraduate Scholarship, USTC	2006–2009

GRANTS	PI: Ministry of Education (MOE) Tier 1 Grant	2022
	<i>Project Title: Design of Car Rental Programs for Drivers Offered by a Ride Hailing Platform</i>	

TEACHING EXPERIENCE	Undergraduate Core Course: <i>OPIM101 Decision Analysis</i> , 2019–2025 (Course Coordinator since 2024)
	Ph.D. Core Course: <i>OPIM703 Dynamic Programming</i> , 2021, 2024, 2025

PROFESSIONAL SERVICES **SMU Service**

- Course Coordinator, OPIM101 Decision Analysis, 2024–Present
- Major Advisor, Operations Management Major, 2019–Present
- Committee Member, Ph.D. in Business (OM), 2023–Present
- Coordinator, Ph.D. Qualifying Exam, 2024–Present
- Interviewer, LKCSB Admissions, 2019–Present
- Organizing Committee Member, Singapore Analytics and Operations Day, 2024, 2025

Dissertation Committees

- Yujie Sun (SMU Ph.D.)
- Liling Lu (SMU Ph.D.)
- Yan He (SMU Ph.D.)
- Boya Yang (SMU Ph.D.)
- Ziwen Wang (CKGSB–SMU D.B.A.)

Reviewer Service

- Referee for *Management Science*, *M&SOM*, *POM*, *Operations Research Letters*, *Service Science*, *Naval Research Logistics*, *Transportation Science*, *Transportation Research Part E*.
- External Reviewer, Research Grants Council (Hong Kong), 2023

Judge

- Service Science Best Paper Competition, 2025
- M&SOM Conference, 2024
- M&SOM SIG, 2022
- POMS HK Best Student Paper, 2020

Professional Societies

- Member: INFORMS, M&SOM, POMS

INDUSTRY
EXPERIENCE

Amazon.com Inc, Seattle, WA
Machine Learning Scientist Intern

May 2017 – Aug. 2017

- Developed deep reinforcement learning algorithms to detect fraudulent transactions by leveraging investigator feedback
- Improved fraud detection efficiency and investigator productivity