Mike Mingcheng Wei

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APPOINTMENTS

School of Management, University at Buffalo
Assistant Professor of Operations Management, July 2014 — present

EDUCATION

Ph.D. in Operations & Manufacturing Management, Washington University in St. Louis, 2014
M.S. in Industrial Engineering and Operations Research, The Pennsylvania State University, 2009
B.B.A. in Information Management and Information System, Fudan University, 2005

RESEARCH

Research Interests

Supply chain management, game theoretic operations models, revenue management and dynamic pricing, strategic consumer behavior, online decision making.

Journal Publications

- Aviv, Y., M.M. Wei, F. Zhang. 2019. Responsive Pricing of Fashion Products: The Effects of Demand Learning and Strategic Consumer Behavior. *Management Science*.
- Wang, X., M. M. Wei, T. Yao. 2018. Minimax Concave Penalized Multi-Armed Bandit Model with High-Dimensional Covariates. *Proceedings of the 35th International Conference on Machine Learning*.
- Wei, M.M. and F. Zhang. 2018. Advance Selling to Strategic Consumers: Preorder Contingent Pricing or Preorder Contingent Production? *Production and Operations Management*.
- Wei, M.M., F. Zhang. 2018. Strategic Consumer Behavior in Operations Management. *Computer and Operations Research*.
- Wei, M.M., T. Yao, B. Jiang, S.T. Young. 2013. Profit Seeking vs. Survival Seeking: an Analytical Study of Supplier's Behavior and Buyer's Subsidy Strategy. *Production and Operations Management*.
- Yao, T., M.M. Wei, B. Zhang, T. Friesz. 2012. Congestion Derivatives for a Traffic Bottleneck with Heterogeneous Commuters. *Transportation Research Part B: Methodological*.
- Yao, T., T. Friesz, M.M. Wei, Y. Yin. 2010. Congestion Derivatives for a Traffic Bottleneck. *Transportation Research Part B: Methodological*.

Under Review and Working Papers

- Wang, X., M.M. Wei, T. Yao. Online Learning and Decision-Making under Generalized Linear Model with High-Dimensional Data. 3nd round review at *Management Science*.

- Aviv, Y. and M.M. Wei. Innovative Dynamic Pricing: The Potential Benefits of Early-Purchase Reward Programs. 2nd round review at *Management Science*.
- Wang, X., M.M. Wei, T. Yao. Online Assortment Optimization with High-Dimensional Data. Under review at *Management Science*.
- Wang, X., M.M. Wei, T. Yao. Contextual Bandit under High-dimensional data via Lasso and Random Projection. Under review at *NIPS*.
- Cui, S., S. Hu, M.M. Wei. Platform Information Control on Buyers and Sellers. Under 2nd round review at *Production and Operations Management*.
- Wei, M.M., S. Xu, T. Yao. Strategic Outsourcing Contract Participation and Selection under Cost Uncertainty. 2nd round review at *Production and Operations Management*.
- Wei, M.M., M. Wu, J. Birge. Will Consumer-to-Consumer Secondary Market Benefit the Primary Seller of Fashionable Products? Under review at *Production and Operations Management*.

Working in Progress
- Constructive Deep Learning for Demand Forecasting, with X. Wang and T. Yao.
- Risk-sharing Contract with Green Energy Intermediator, with M. Wu and J. Birge.
- Revenue Management in Social Networks, with Y. Aviv.
- Wei, M.M., M. Wu, W. Zhu. The Impacts of the Market Segmentation on Prices and Consumer Choices at Airbnb.
- Dynamic Social Learning: Purchasing Timing and Pricing, with J. Wang.
- Competing with Responsive Follower: Imitator and Strategic Consumers.
- Distributional Robust Optimization in Assortment Optimization, with T. Yao.

TEACHING EXPERIENCE
Courses
- MGO 638 Logistics Management (Master level course). Spring 2018, 2019, 2020.
- MGO 438 Logistics Management (Undergraduate level course). Spring 2019, 2020.
- MGO 304 Service Operations Management (Undergraduate level course). Spring 2015, 2016, 2017, 2018, 2019, 2020.
- MGO 695 Seminar in Demand & Revenue Management (PhD level course). Spring 2016; Fall 2016, 2017.

PROFESSIONAL ACTIVITIES
Submitted Proposals/Grants
- Collaborative Research: Online Learning and Decision-Making with High-Dimensional Data. Submitted to *Service, Manufacturing and Operations Research (SMOR), National Science Foundation*. Co-PI. 2018.

Invited Research Presentations
- Dynamic Pricing of Fashionable Products With C2c Marketplaces and Strategic Consumers. INFORMS Annual Conference. Seattle, WA. 2019.
- Online Assortment Optimization with High-Dimensional Data. INFORMS Annual Conference. Seattle, WA. 2019.

- Online Learning And Decision-making Under Generalized Linear Model With High-dimensional Data. INFORMS Annual Conference. Seattle, WA. 2019.
- Online Learning and Decision-Making under Generalized Linear Model with High-Dimensional Data. Research Seminar. Massachusetts Institute of Technology. March 2019.
- Online Learning and Decision-Making under Generalized Linear Model with High-Dimensional Data. From Theory to Practice: Data-driven Supply Chain Management. University of Minnesota. December 2018.
- Pricing Decisions when Consumers Have Access to Quality Reviews and the Secondary Market. INFORMS Annual Conference. Phoenix AZ. 2018.
- Optimal Information Control Strategies for the Online P2P Platform. INFORMS Annual Conference. Phoenix AZ. 2018.
- Online Decision-making with High-dimensional Covariates and Binary Response. INFORMS Annual Conference. Phoenix AZ. 2018.
- Personalized Advertising and Learning Through High-dimensional Data with Limited Samples. INFORMS Annual Conference. Phoenix AZ. 2018.
- Selling A Technology Product with the Trade-in Program and Used Product Market. INFORMS Annual Conference. Phoenix AZ. 2018.
- Personalized Decision-Making and Learning under High-dimensional Data With Limited Samples. MSOM Annual Conference. University of Texas at Dallas. 2018.
- Advance Selling to Strategic Consumers: Preorder Contingent Pricing or Preorder Contingent Production? INFORMS Annual Conference. Houston TX. 2017.
- Minimax Concave Penalized Multi-Armed Bandit Model with High-Dimensional Covariates. INFORMS Annual Conference. Houston TX. 2017.
- Will Consumer-to-Consumer Secondary Market Benefit the Primary Seller of Fashionable Products. 6th Biennial 2017 Information Intensive Services Workshop. University of Syracuse. 2017.
- Will Consumer-to-Consumer Secondary Market Benefit the Primary Seller of Fashionable Products. MSOM Annual Conference. University of North Carolina at Chapel Hill. 2017.
- Competing with Responsive Follower: Imitator and Strategic Consumers. POMS Annual Conference. Seattle WA. 2017.
- Minimax Concave Penalized Multi-Armed Bandit Model with High-Dimensional Covariates. POMS Annual Conference. Seattle WA. 2017.
- Competing with Responsive Follower: Imitator and Strategic Consumers. INFORMS Annual Conference. Nashville TN. 2016.
- Advance Selling to Strategic Consumers: Preorder Contingent Pricing or Preorder Contingent Production? POMS Annual Conference. Orlando FL. 2016.
- Innovative Dynamic Pricing: The Potential Benefits of Early Purchase Reward Programs. POMS Annual Conference. Orlando FL. 2016.
- Competing with a Responsive Follower: Copycat and Strategic Consumers. POMS Annual Conference. Washington DC. 2015. POMS Annual Conference. Orlando FL. 2016.
- Information Cascade: Strategic Buying Under Information Uncertainty. POMS Annual Conference. Orlando FL. 2016.
- Innovative Dynamic Pricing: The Potential Benefits of Early-Purchase Reward Programs. INFORMS Annual Conference. 2015.
- Advance Selling to Strategic Consumers: Preorder Contingent Pricing or Preorder Contingent Production? INFORMS Annual Conference. 2015.
- Innovative Dynamic Pricing: The Potential Benefits of Early-Purchase Reward Programs. 5th Biennial 2015 Information Intensive Services Workshop. University of Syracuse. 2015.

- Innovative Dynamic Pricing: The Potential Benefits of Early-Purchase Reward Programs. MSOM Annual Conference. University of Toronto. 2015.
- Innovative Dynamic Pricing: The Potential Benefits of Early-Purchase Reward Programs. RMP Conference. Columbia University. 2015.
- Innovative Dynamic Pricing: The Potential Benefits of Early-Purchase Reward Programs. POMS Annual Conference. Washington DC. 2015.
- Responsive Pricing of Fashion Products: The Effects of Demand Learning and Strategic Consumer. POMS Annual Conference. Washington DC. 2015.
- Advance Selling to Strategic Consumers: Preorder Contingent Pricing or Preorder Contingent Production? University at Buffalo. 2014.
- Innovative Dynamic Pricing: The Potential Benefits of Early-Purchase Reward Programs. Department of Industrial and Systems Engineering, University at Buffalo. 2014.
- Innovative Dynamic Pricing: The Potential Benefits of Early-Purchase Reward Programs. INFORMS Annual Meeting. San Francisco, CA. 2014.
- Advance Selling to Strategic Consumers: Preorder Contingent Pricing or Preorder Contingent Production? INFORMS Annual Meeting. San Francisco, CA. 2014.
- Innovative Dynamic Pricing: The Potential Benefits of Early-Purchase Reward Programs. POM annual conference. Atlanta, GA. 2014.
- Responsive Pricing of Fashion Products: The Effects of Demand Learning and Strategic Consumer. College of Business Administration, University of Nebraska. 2014.
- Responsive Pricing of Fashion Products: The Effects of Demand Learning and Strategic Consumer. School of Business, University at Buffalo. 2014.
- Responsive Pricing of Fashion Products: The Effects of Demand Learning and Strategic Consumer. School of Business, University at New Paltz. 2014.
- Dynamic Pricing of Fashion Goods under Strategic Consumer Behavior. INFORMS Annual Meeting. Minneapolis, MN. 2013.
- Innovative Dynamic Pricing: The Potential Benefits of Early-Purchase Reward Programs. 13th Annual Revenue Management and Pricing Section Conference. Atlanta, GA. 2013.
- Responsive Pricing of Fashion Products: The Effects of Demand Learning and Strategic Consumer. INFORMS Annual Meeting. Phoenix, AZ. 2012.
- Optimal Pricing and Demand Learning under Consumer Behavior Considerations. MSOM Annual Meeting. New York, NY. 2012.
- Demand Learning and Pricing Strategy with Strategic Consumers. INFORMS Annual Meeting. Charlotte, NC. 2011.
- An Analytical Study of Supplier's Behavior and Buyer's Subsidy Strategy. INFORMS Annual Meeting. Austin, TX. 2010.
- Suppliers Competition under Default Threat. INFORMS Annual Meeting. San Diego, CA. 2009.
- Congestion Option. INFORMS Annual Meeting. San Diego, CA. 2009.
- Financial Instruments for Strategic Consumer. San Diego, CA. 2009.
- Profit-Seeking vs. Survival-Seeking: An Analytical Study of Supplier's Behavior and Buyer's Subsidy Strategy. MSOM Annual Meeting. Boston, MA. 2009.

Service
- Track chair: Manufacturing Operations, POMS 2017
- Session Chair: POMS 2017, INFORMS 2017, 2018, 2019, and 2020
- Reviewer: POMS, MSOM, Management Science, Operations Research, Naval Research Logistics, and Omega.

- Editorial Review Board: IEEE Transactions on Engineering Management.

Consulting Projects
- CitiMortgage, Inc. Operations Strategy and Supply Chain Improvement. 2010.
- BBK Co., Ltd. Supply Chain Reengineering and Market Penetration Strategy. 2005.

Professional Affiliations
- INFORMS (Institute for Operations Research and the Management Sciences).
- MSOM (Manufacturing & Service Operations Management Society).
- POMS (Production and Operations Management Society).
- DSI (Decision Science Institute).

HONORS AND AWARDS

- Hubert C. Moog Scholar, Olin Business School, Washington University in St. Louis, 2013.
- Doctoral Fellowship, Olin Business School, Washington University in St. Louis, 2009 – 2014.
- Research Assistantship, Department of Industrial & Manufacturing Engineering, The Pennsylvanian State University, 2007-2009.
- RenMin Undergraduate Scholarship, Fudan University, 2001-2005.

PROGRAMMING SKILLS

C, C#, Python, GAMS, Maple, Mathematica, Matlab, Stata.

SCHOOL SERVICES

Policy committee 2018-2020.
STL Graduate Studies Committee 2020.
MS SCOM review and revision working group 2019.
Attendance: Open House 2016-2019; Alumni Awards Dinner 2017-2019; ISTL Meetings 2014-2020;
Judge: SCOM Case Competition 2015-2019;