

Lifei Sheng

College of Business, University of Houston Clear Lake
2700 Bay Area Blvd, Houston, TX
Cell: +1 (281) 283-3137 / Email: Sheng@uhcl.edu

EMPLOYMENT

University of Houston Clear Lake, USA Oct 2017 - present
Assistant Professor in Decision Sciences

EDUCATION

University of British Columbia, Canada Sep 2012 - June 2017
Ph.D. in Management Science
Advisors: Dr. Tim Huh and Dr. Mahesh Nagarajan

Shanghai Jiao Tong University, China Sep 2008 - June 2012
B.Sc. in Mathematics and Applied Mathematics
Minor in Economics
Ranked 1st among 78 students and graduated with honors

RESEARCH INTERESTS

- Operations management in video game industry
- Pricing and revenue management
- Game theory and mechanism design
- Sharing economy
- Retail industry

PUBLICATIONS

- 1) Yifu Li, Christopher Thomas Ryan, **Lifei Sheng** (2022). "Optimal Sequencing in Single-player Games". Accepted at *Management Science*
- 2) **Lifei Sheng**, Christopher Thomas Ryan, Mahesh Nagarajan, Yuan Cheng, Chunyang Tong (2020). "Incentivized Actions in Freemium Games". *Manufacturing & Service Operations Management*, 24(1), 275-284
- 3) **Lifei Sheng**, Daniel Granot, Woonghee Tim Huh, Mahesh Nagarajan (2017). "A Dynamic Price-Only Contract: Exact and Asymptotic Results". *Operations Research Letters*, 45(6), 620-624
- 4) **Lifei Sheng**, Huan Zheng, Ying Rong, Woonghee Tim Huh (2015). "Flexible System Design: A Perspective from Service Levels". *Operations Research Letters*, 43(3), 219-225

PAPERS UNDER REVIEW

- 5) **Lifei Sheng**, Christopher Thomas Ryan, Xuying Zhao (2022). “Strategic Timing and Pricing for Selling Bonus Actions in Video Games”. Under review for invited resubmission at *Management Science*
- 6) Guang Li, **Lifei Sheng**, Dongyuan Zhan (2022). “Designing Shipping Policies with Top-up Options to Qualify for Free Delivery”. Major revision at *Production and Operations Management*

WORKING PAPERS

- 7) Ashutosh Prasad, **Lifei Sheng**, Xuying Zhao (2022). “Retailer-Driven Blind Boxes in a Decentralized Supply Chain”. (Soon to be submitted to *Production and Operations Management*)
- 8) **Lifei Sheng**, Qiong Jia, Yue Guo, Hao Zhang (2022). “Win-Win Ecology: Optimal Alliance Strategies for Car Manufacturer and Car-sharing Platform” (Soon to be submitted to *Management Science*)
- 9) Xing Hu, **Lifei Sheng**, Hao Zhang, Xuying Zhao. “Cancellation Policy on Rental Sharing Platforms” (Preparing manuscript)
- 10) **Lifei Sheng**, Woonghee Tim Huh (2022). “Pricing under Horizontal Product Differentiation”. (Soon to be submitted to *Production and Operations Management*)
- 11) **Lifei Sheng**, Mahesh Nagarajan, Hao Zhang (2022). “Dynamic Short-term Supply Contracts under Private Stocking and Backlogging”. (Soon to be submitted to *Operations Research*)

RESEARCH-IN-PROGRESS

- 12) Benny Wong, Christopher Thomas Ryan, **Lifei Sheng**, Yifu Li. “Journey Planning in Virtual Experiences” (Preparing manuscript)
- 13) Guang Li, Zahra Khanalizadeh, Mikhail Nediak, Shweta Singh, **Lifei Sheng**. “Oblivious Equilibrium on Online Small Seller Platforms” (Preparing manuscript)
- 14) Ashutosh Prasad, **Lifei Sheng**, Xuying Zhao. “Selling Blind Boxes in a Competitive Market”. (Analyzing model)
- 15) **Lifei Sheng**, Lai Wei. “Assortment Planning with Variety Seeker”. (Analyzing model)
- 16) **Lifei Sheng**, Duo Shi. “Optimal Pricing Strategy for Perishable Goods”. (Preliminary stage)
- 17) Yifu Li, Christopher Thomas Ryan, **Lifei Sheng**. “The Design of Competitive Balanced Game”. (Preliminary stage)

TEACHING INTERESTS

- Operations management
- Supply chain management
- Business statistics
- Business analytics

TEACHING EXPERIENCE

University of Houston Clear Lake

Instructor, Statistics (undergraduate core)

2 or 3 sections each semester

Fall 2017 – present

Average Evaluation: 4.5/5.0

Teaching modality: face-to-face, online synchronous, online asynchronous

Instructor, Quantitative Methods for Management (undergraduate core)

Evaluation: 4.3/5.0 (1 face-to-face section and class size: 28)

Fall 2018

Evaluation: 4.6/5.0 (1 face-to-face section and class size: 28)

Spring 2019

Evaluation: 4.2/5.0 (1 online asynchronous section and class size: 49)

Fall 2021

Evaluation: 4.4/5.0 (1 online asynchronous section and class size: 60)

Spring 2022

Committee member, MBA concentration on business analytics

2018

Participated in developing MBA concentration on business analytics and designing courses

University of British Columbia

Instructor, Logistics and Operations Management (undergraduate core)

Summer 2016

Evaluation: 4.2/5.0 (1 face-to-face section and class size 52)

Killam Graduate Teaching Award recipient, awarded to graduate students with course evaluation ranking in the top

Tutorial instructor, Business Statistics (undergraduate core)

Spring 2016

Duties: Conducted tutorial sessions (three sessions per week and 13 weeks of instruction); independently designed the tutorial materials and in-class exercises; provided students with hands-on experience to enhance their problem-solving skills

SELECTED AWARDS AND HONORS

Dean Earle D MacPhee Memorial Fellowship

2012-2015

Edward and Miriam Silber Memorial Graduate Scholarship

2012

Sauder School of Business Graduate Award

2012

China National Scholarship (*one of two winners among 78 students*)

2010-2012

China Undergraduate Mathematical Contest in Modeling, first prize in Shanghai (*19,490 teams participated*)

2011

Shanghai Educational Development Foundation's Suntory Corporation Scholarship (*only winner among 100 students*)

2009

CONFERENCE PRESENTATIONS

Cancellation Policy on Rental Sharing Platforms (Session ME31)

INFORMS Annual Meeting, Indianapolis, October 2022

Retailer-Driven Blind Boxes in a Decentralized Supply Chain

POMS Annual Meeting, Virtual, April 2022

Strategic Timing and Pricing for Selling Bonus Actions in Video Games

POMS Annual Meeting, Virtual, April 2022

INFORMS Annual Meeting, Anaheim, October 2021

Optimal Alliance Strategies for Car Manufacturer and Car-sharing Platform

INFORMS Annual Meeting, Anaheim, October 2021

Retailer-Driven Gift Boxes in a Supply Chain

INFORMS Annual Meeting, Virtual, November 2020

Advance Selling in Mobile Games

INFORMS Annual Meeting, Seattle, October 2019

Incentivized Actions in Freemium Games (A new version)

INFORMS Annual Meeting, Seattle, October 2019

Designing Shipping Policies for Online Retailers

INFORMS Annual Meeting, Phoenix, November 2018

Pricing under Horizontal Differentiation

POMS Annual Meeting, Houston, May 2018

Designing Services in the Phase of Churn

INFORMS Annual Meeting, Houston, October 2017

Incentivized Actions in Freemium Games

INFORMS Annual Meeting, Nashville, November 2016

DSI Annual Meeting, Austin, November 2016

Dynamic Short-term Supply Contracts under Private Stocking and Backlogging

INFORMS Annual Meeting, Nashville, November 2016

DSI Annual Meeting, Austin, November 2016

INFORMS Annual Meeting, Philadelphia, November 2015

Generalized Price-Only Contracts and Monotonicity of Efficiency

INFORMS Annual Meeting, San Francisco, November 2014

Flexible System Design: A Perspective from Service Levels

POMS International Conference, Singapore, July 2014

INVITED SEMINAR TALKS

Wake Forest University, School of Business	January 2017
University of Houston Clear Lake, College of Business	January 2017
Shanghai University of Finance and Economics, School of International Business Administration	February 2017
Shanghai Jiao Tong University, Antai School of Economics and Management	February 2017

ACADEMIC SERVICE

University/College Committee: Graduate research assistantship committee; Search committee for an assistant professor position in Marketing; Search committee for a visiting assistant professor position in Economics

Journal Referee: Operations Research Letters, Naval Research Logistics, IIE Transactions, Easy Chair, Information & Management, Manufacturing & Service Operations Management

Session Chair: DSI Annual Meeting, Austin, November 2016; INFORMS Annual Meeting, Houston, October 2017; POMS Annual Meeting, Houston, May 2018; INFORMS Annual Meeting, Phoenix, November 2018; POMS Annual Meeting, virtual, April 2020; POMS Annual Meeting, virtual, May 2021

Member: INFORMS member, MSOM member, POMS member

LANGUAGE AND SKILLS

Language: English, Mandarin

Computer: Matlab, Mathematica, R, Minitab