

Hang Ren

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EDUCATION

- 2018(exp.) Ph.D. in Operations and Technology, with full scholarship - School of Management, University College London.
Thesis topic: Consumer behavior in operations management.
Supervisors: Tingliang Huang and Kenan Arifoglu.
- 2017 Visiting student (fall semester) - MIT Sloan School of Management.
Research topic: The Impact of Social Learning on Consumer Subsidies for Green Technology Adoption (with Tingliang Huang and Georgia Perakis).
- 2014 MRes in Management Science and Innovation, with Distinction - School of Management, University College London.
- 2013 Combined BEng and MEng in Electrical Engineering, with National Graduate Scholarship - Xi'an Jiaotong University.

RESEARCH INTEREST

Consumer behavior in operations management; Service operations; Retail operations; Healthcare operations; Sustainable operations management; Operations & marketing interface.

PAPERS

Under Review or Revision

- [1] “Managing Service Systems with Unknown Quality and Customer Anecdotal Reasoning.” with Tingliang Huang and Kenan Arifoglu. Job market paper. Conditionally accepted (minor revision) at *Production & Operations Management*.
- Finalist, 2016 INFORMS Service Section Best Student Paper Award Competition.
- [2] “Opaque Selling and Last-Minute Selling: Revenue Management in Vertically Differentiated Markets,” with Tingliang Huang. Invited for 2nd-round review at *Marketing Science* (major revision).

Work-in-Progress

- [3] “Showrooming, Competition, and Product Return Policies,” with Tingliang Huang, Christopher Tang, and Ying-Ju Chen. Analysis-in-progress.
- [4] “Readmission Reduction Programs with Yardstick-Competing Hospitals,” with Tolga Tezcan and Kenan Arifoglu. Analysis completed and first draft in progress.

- [5] “The Impact of Social Learning on Consumer Subsidies for Green Technology Adoption,” with Tingliang Huang and Georgia Perakis. Analysis-in-progress.
- [6] “Closing the Movie Release Window? The Role of Consumers’ Word-of-Mouth,” with Esma Koca and Tingliang Huang. Analysis-in-progress.

Invited Review Paper

- [7] “Modeling Customer Bounded Rationality in Operations Management: A Review and Research Opportunities,” with Tingliang Huang. Forthcoming at *Computers & Operations Research*.

AWARDS AND HONORS

- 2016 Finalist, 2016 INFORMS Service Science Section Best Student Paper Award Competition.
- 2016 First Prize, 3-Minute Thesis Contest, School of Management, University College London.
- 2013 Full MRes/PhD Scholarship, School of Management, University College London.
- 2013 National Graduate Scholarship, Xi’an Jiaotong University.
- 2013 National Outstanding Graduate Student Award Xi’an Jiaotong University.
- 2009 National Endeavor Scholarship, Xi’an Jiaotong University.
- 2007-09 Siyuan Scholarship (per annum), Xi’an Jiaotong University.
- 2007-09 Outstanding Undergraduate Student Award (per annum), Xi’an Jiaotong University.
- 2006 First-class Freshman Scholarship, Xi’an Jiaotong University.

CONFERENCE PRESENTATIONS AND INVITED TALKS

Managing Service Systems with Unknown Quality and Customer Anecdotal Reasoning

- 2017 Annual Behavioral Operations Conference at MIT, Boston, MA; POMS Annual Conference, Seattle, WA; Research Day in Operations and Management Science, London, UK.
- 2016 INFORMS Annual Meeting, Nashville, TN; Trans-Atlantic Doctoral Conference, London, UK.
- 2015 INFORMS Annual Meeting, Philadelphia, PA; POMS Annual Conference, Washington DC.
- 2014 INFORMS Annual Meeting, San Francisco, CA.

Opaque Selling and Last-Minute Selling: Revenue Management in Vertically Differentiated Markets

- 2017 POMS Annual Conference, Seattle, WA.
- 2016 INFORMS Annual Meeting, Nashville, TN.

2015 INFORMS Annual Meeting, Philadelphia, PA; POMS Annual Conference, Washington DC.

Showrooming, Competition, and Product Return Policies

2016 INFORMS Annual Meeting, Nashville, TN.

2015 INFORMS Annual Meeting, Philadelphia, PA.

TEACHING

School of Management, University College London

2015- Decision & Risk Analysis (MSc Management and BSc/MSc core) - instructor and teaching assistant.

London Business School

2014- Project Management (MBA elective) - teaching assistant.

2016- Decision & Risk Analysis (EMBA elective) - teaching assistant.

London School of Economics and Political Science

2017 Operations Management (MiM core) - tutorial instructor.

AFFILIATIONS

Member of Institute for Operations Research and Management Sciences (INFORMS); Manufacturing and Service Operations Management Society (M&SOM); Production & Operations Management Society (POMS).

PROFESSIONAL EXPERIENCE

2012-13 GRE & TOEFL teacher, with professional training and extensive teaching experience, New Oriental Education & Technology Group, Xi'an, China.

2011-12 Editor, Guokr.com.

REFERENCES

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