

# GUANG LI

436 Goodes Hall, 143 Union St W, Kingston, ON, Canada K7L 3N6

Stephen J.R. Smith School of Business, Queen's University

☎ (1) 613. 533. 2385 | ✉ [guang.li@queensu.ca](mailto:guang.li@queensu.ca)

## PROFESSIONAL EXPERIENCE

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<b>Stephen J.R. Smith School of Business, Queen's University</b>	Kingston, ON, Canada
Academic Director (Master of Management Analytics)	2025-present
Associate Professor	2024-Present
Distinguished Research & Teaching Fellow of Management Analytics	2024-Present
Scotiabank Scholar	2018-Present
Assistant Professor	2016-2024

## EDUCATION

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<b>Marshall School of Business, University of Southern California</b>	2011-2016
Ph.D. in Business Administration	
<b>Massachusetts Institute of Technology</b>	2007-2008
M.Eng. in Materials Science and Engineering	
<b>National University of Singapore</b>	2007-2008
M.Eng. in Advanced Materials for Micro and Nano-Systems	
<b>Nanyang Technological University</b>	2003-2007
B.Eng. (Highest Distinction) in Materials Engineering	
Minor in Business	

## RESEARCH INTERESTS

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Choice modeling, revenue management, assortment planning, retail operations, supply chain management, interfaces between management analytics and other business disciplines

## REFEREED PUBLICATIONS

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1. "Pricing in the presence of strategic consumers and social learning under contingent pricing and price guarantee" (with Ying-Ju Chen, Zhongzhong Jiang, Zelong Yi, and Jinlong Zhao\*), *Production and Operations Management*, forthcoming. [\[Link\]](#)
2. "Managerial decisions of remanufacturing technology portfolio under a discrete choice model" (with Ying Cao, Xianghui Peng, and Kai Meng), *Transportation Research Part E*, Vol. 195, p103959, 2025. [\[Link\]](#)
3. "To hinder or to facilitate: Retailers' strategy of consumer information sharing and target segment" (with Buqing Ma\* and Guangwen Kong), *Production and Operations Management*, Vol. 33, No. 8, pp. 1759-1774, 2024. [\[Link\]](#)
4. "Exploring the impacts of ecommerce activities on the spatial resilience of warehouse clubs: The role of retail agglomeration" (with Martin Dresner, Benny Mantin, and Xiaodan Pan), *International Journal of Physical Distribution & Logistics Management*, Vol. 54, No. 4, pp. 392-417, 2024. [\[Link\]](#)

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\* Ph.D. student at the outset of collaboration

5. “Stocking up on hand sanitizer: Pandemic lessons for retailers and consumers” (with Xiaodan Pan, Martin Dresner, and Benny Mantin), *Journal of Retailing and Consumer Services*, Vol. 72, p103763, 2024. [[Link](#)]  
**Media Coverage:** [Concordia News](#).
6. “Designing shipping policies with top-up options to qualify for free delivery” (with Lifei Sheng and Dongyuan Zhan), *Production and Operations Management*, Vol. 32, No. 9, pp. 2704-2722, 2023. [[Link](#)]
7. “Optimal pricing and inventory planning with charitable donations” (with Leon Yang Chu and Paat Rusmevichientong), *Manufacturing & Service Operations Management*, Vol. 20, No. 4, pp. 687-703, 2018. [[Link](#)]
8. “The  $d$ -level nested logit model: Assortment and price optimization problems” (with Paat Rusmevichientong and Huseyin Topaloglu), *Operations Research*, Vol. 63, No. 2, pp. 325-342, 2015. [[Link](#)]
9. “A greedy algorithm for the two-level nested logit model” (with Paat Rusmevichientong), *Operations Research Letters*, Vol. 42, No. 5, pp. 319-324, 2014. [[Link](#)]

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### WORKING PAPERS UNDER REVIEW, REVISION, OR RESUBMISSION

1. “Disruptive timing” (with Leon Chu, Brian Wu, and Andy Wu), *Management Science*, major revision.
2. “Selling and renting mechatronics” (with Xianfeng Meng\* and Anton Ovchinnikov), *Manufacturing & Service Operations Management*, major revision. [[SSRN](#)]
3. “Randomized linear programming for resort revenue management with ancillary values and free upgrades” (with Aliaksandr Nekrashevich\*, Yuri Levin, and Mikhail Nediak), *Production and Operations Management*, reject and resubmit.
4. “Operations management under paradox of choice” (with Milad Mirzaee\* and Elaheh Fata), *Production and Operations Management*, major revision. [[SSRN](#)]
5. “Capacitated joint assortment and price Optimization under the mixture of MNL Model” (with Milad Mirzaee\* and Elaheh Fata), *Operations Research*, under review. [[SSRN](#)]

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### WORK IN PROGRESS

1. “Oblivious equilibrium in online marketplaces” (with Mikhail Nediak, Lifei Sheng, and Shweta Singh), manuscript in preparation. Target journal: *Information Systems Research*.
2. “Operations management under a multi-item purchase choice model” (with Milad Mirzaee\* and Elaheh Fata), manuscript in preparation. Target journal: *Manufacturing & Service Operations Management*.
3. “Stochastic dynamic resource allocation for hotel revenue management with auxiliary revenues” (with Aliaksandr Nekrashevich\*, Yuri Levin, and Mikhail Nediak), manuscript in preparation. Target journal: *INFORMS Journal on Applied Analytics*.
4. “Scalable stochastic sea cargo with empty container management” (with Aliaksandr Nekrashevich\*, Yuri Levin, and Mikhail Nediak), manuscript in preparation. Target journal: *Transportation Research Part E*.

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### INVITED RESEARCH TALKS

- Northeast University, School of Management, July 2024
- Nanjing University and Southeast University (joint virtual seminar), Aug 2021
- Tsinghua University, Nov, 2018

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\* Ph.D. student at the time of collaboration

- Wilfrid Laurier University, Lazaridis School of Business, Feb 2016
- University of Texas at Austin, McCombs School of Business, Jan 2016
- University of Texas at Dallas, Naveen Jindai School of Management, Jan 2016
- Queen's University, Smith School of Business, Jan 2016
- Dongbei University of Finance and Economics, School of International Business, Dec 2015
- University of Science and Technology of China, School of Management, Dec 2015

## INVITED CONFERENCE PRESENTATIONS

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“Assortment optimization in the presence of influencers”

- International Conference of the Chinese Scholars Association for Management Science and Engineering, July 2025
- INFORMS International Annual Meeting, July 2025
- Productions & Operations Management Society Annual Conference, May 2025

“Selling and renting mechatronics”

- Productions & Operations Management Society Annual Conference, May 2025
- International Conference of the Chinese Scholars Association for Management Science and Engineering, July 2024

“Is warehouse club business model resilient to digital competition? The role of retail agglomeration”

- INFORMS Annual Meeting, Oct 2023
- INFORMS Manufacturing and Service Operations Management Conference, June 2023

“Operations management under a multi-Item purchase choice model”

- INFORMS Manufacturing and Service Operations Management Conference, June 2023
- INFORMS Annual Meeting, Oct 2022
- Productions & Operations Management Society Annual Conference, Apr 2022

“Sensitivity to delays and pricing behavior of individual sellers in online platforms”

- Canadian Operational Research Society Annual Conference, June 2021
- Productions & Operations Management Society Annual Conference, May 2021
- INFORMS Annual Meeting, Nov 2020

“Designing shipping policies for online retailers”

- Productions & Operations Management Society Annual Conference, May 2019
- INFORMS Annual Meeting, Nov 2018
- Canadian Operational Research Society Annual Conference, June 2018

“Pricing under the N-pack purchasing model”

- Productions & Operations Management Society Annual Conference, May 2019
- INFORMS Annual Meeting, Nov 2018
- Productions & Operations Management Society Annual Conference, May 2018

“Formulation, motivation and estimation for the  $d$ -level nested logit model”

- Cornell ORIE Young Researchers Workshop on Data-Driven Decision Making, Nov 2015
- INFORMS Annual Meeting, Nov 2015
- INFORMS Manufacturing and Service Operations Management Conference, June 2015
- Southern California OR/OM Day, May 2015

“A greedy algorithms for the two-level nested logit model”

- INFORMS Manufacturing and Service Operations Management Conference, June 2014
- INFORMS Annual Meeting, Oct 2013

## RESEARCH GRANTS

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D.I. McLeod Term Research Assistantship (Co-applied with Murray Lei), \$7,483.30	2023
Loblaw Inc. Internal Research Grant (Co-PI with Murray Lei and Elaheh Fata), \$20,000	2022
NSERC Discovery Grant (Application No. RGPIN-2020-04321), \$142,500	2020-2026
Smith School of Business General Research Grant, \$3,800	2019-2020

## TEACHING EXPERIENCE

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### Stephen J.R. Smith School of Business, Queen’s University

Analytical Decision Making (core course in MMA and MMA Blended )	2019-2024
Analytical Decision Making (core course in MMAI, residential sessions)	2021-2023
Revenue Management in Operations Research (reading course in Ph.D.)	2022
Advanced Topics in Operations Research (core course in Ph.D. )	2019&2021
Deterministic Operations Research Models (core course in Ph.D. & M.Sc.)	2020-2021
Operation Management (third year core course in commerce)	2017-2018

### Marshall School of Business , University of Southern California

Operation Management (third-year core course in business administration)	2014
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## TRAINING OF HIGHLY QUALIFIED PERSONNEL (HQP)

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### Current doctoral students

- Seyedali MirmajidiNezami (co-advising with Murray Lei), Queen’s University Sep 2023-Present  
Recipient of Jeff McGill Graduate Fellowship in 2024  
Recipient of D.D. Monieson Doctoral Fellowship in 2025
- Milad Mirzaee (co-advising with Elaheh Fata), Queen’s University Sep 2021-Present  
“Revenue Management Under Advanced Choice Models”  
Recipient of Jeff McGill Graduate Fellowship in 2022 and 2023  
Recipient of Durland Learning Foundation Fellowship in 2025

### Former doctoral student

- Aliaksandr Nekrashevich (co-adviser), Queen’s University Jan 2020-Jul 2025  
“Three essays in resort and sea cargo revenue management”  
Current position: postdoctoral fellow, IMT Atlantique
- Xianfeng Meng (co-adviser), Queen’s University Sep 2022-Jul 2025  
“Innovative differentiation, estimation, and optimization frameworks in business analytics”  
Current position: postdoctoral fellow, Ivey Business School, Western University
- Xingwei (Nancy) Yang (advisor), Queen’s University Apr 2022-June 2023  
“Advanced analytical models for analyzing financial and social data”  
First placement: Asper School of Business, University of Manitoba

### Former M.Sc. student

- Zahra Khanalizadeh (advisor), Queen's University Sep 2020-Sep 2021  
"Efficiency and bidder pay-offs in one-sided and double-sided auctions"  
Recipient of Jeff McGill Graduate Fellowship in 2021

**Ph.D. dissertation committee**

- Internal external examiner, Nam Van Phan, Department of Economics, Queen's University
- Internal examiner, Yat Ling (Cecilia) Ying, Smith School of Business, Queen's University Apr 2025
- Head delegate, Jefferey Lui, Smith School of Business, Queen's University Dec 2023
- Head delegate, Jue Wang, Smith School of Business, Queen's University Sep 2018

**Ph.D. thesis proposal committee**

- Committee member, Jeff Lui, Smith School of Business, Queen's University Sep 2023

**Ph.D. comprehensive exam committee**

- Reader of depth report, Yu Gong, Smith School of Business, Queen's University Sep 2022
- Chair, Kiarash Mohammad Hassani, Queen's University Sep 2021

**M.Sc. thesis**

- Second Reader, Jenna Dijkema, Smith School of Business, Queen's University Sep 2023

**ACADEMIC SERVICES**

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Organizing Committee, Canadian Operational Research Society (CORS) Annual Conference 2026  
 Session Chair, Revenue Management & Pricing Cluster, INFORMS Annual Conference 2024  
 Session Chair, Revenue Management & Pricing Track, POMS Annual Conference 2024  
 Session Chair, Retail Operations Track, POMS Annual Conference 2024  
 Session Chair, Revenue Management & Pricing Cluster, INFORMS Annual Conference 2023  
 Session Chair, Emerging Topics in Operations Management Track, POMS Annual Conference 2023  
 Session Chair, Pricing and Revenue Management Track, CORS Annual Conference 2022  
 Track Chair & Session Chair, Revenue Management & Pricing Track, POMS Annual Conference 2020&2021  
 Session Chair, Pricing and Revenue Management Track, CORS Annual Conference 2021  
 Session Chair, Revenue Management & Pricing Track, POMS Annual Conference 2019  
 Session Chair, Retail Operations Track, POMS Annual Conference 2019  
 Session Chair, Revenue Management Track, CORS Annual Conference 2018  
 Ad-hoc conference reviewer, Manufacturing and Service Operations Management Conference 2024, 2025  
 Ad-hoc conference reviewer, 19th ACM Economics and Computation Conference 2018  
 Ad-hoc grant reviewer, NSERC Discovery Grant 2022  
 Ad-hoc referee, Elwood S. Buffa Doctoral Dissertation Award, DSI Annual Meeting 2019  
 Ad-hoc Reviewer for *Management Science*, *Operations Research*, *Manufacturing and Service Operations Management*, *Production and Operations Management*, *Operations Research Letters*, *INFORMS Journal on Computing*, *Decision Sciences*, *Naval Research Logistics*, *Omega*

**SERVICE AT QUEEN'S UNIVERSITY**

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Ph.D. comprehensive exam committee, Management Analytics 2020-Present  
 Research Committee, Smith School of Business 2022-2024

Curriculum review committee, Smith's Analytics Suite	2023-2024
Curriculum review committee, Masters in International Business	2023
Renewal, Tenure and Promotion Committee, Smith School of Business	2020-2022
Faculty Development Fund Committee, Smith School of Business	2018-2019
Judge, Queen's International Innovation Challenge	2018

## HONORS, AWARDS & FELLOWSHIPS

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Research and Teaching Fellowship, Smith School of Business	2024
New Researcher Award, Smith School of Business	2023
Chinese Government Award for Outstanding Self-Financed Students Abroad	2015
Singapore-MIT Alliance Graduate Fellowship	2007-2008
<ul style="list-style-type: none"><li>• Full funding for a dual master's degree from MIT and NUS</li></ul>	
NatSteel Limited Gold Medal, Nanyang Technological University	2007
<ul style="list-style-type: none"><li>• Best overall performance in the final year of undergraduate study</li></ul>	
Dean's List Commendation, Nanyang Technological University	2004-2007
<ul style="list-style-type: none"><li>• Awarded to the top 5% of the cohort</li></ul>	
NTU President Research Scholarship	2004-2007
<ul style="list-style-type: none"><li>• Awarded to students in Dean's list to fund for undergraduate research</li></ul>	