

# Mike Mingcheng Wei

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## ACADEMIC APPOINTMENT

### **University at Buffalo School of Management, The State University of New York**

Associate Professor, Operations Management and Strategy, 2022 — present  
Assistant Professor, Operations Management and Strategy, 2014 — 2022

## 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**

Game theoretic operations models, dynamic pricing, strategic consumer behavior, machine learning, high-dimensional statistics, online decision making.

### **Refereed Journal Publications**

- Wang, X., M.M. Wei, T. Yao. 2024. Online Learning and Decision-Making under Generalized Linear Model with High-Dimensional Data. *Management Science*.
- Hu, S., M.M. Wei, S. Cui. 2023. The Role of Product and Market Information in an Online Marketplace. *Production and Operations Management*.
- Aviv, Y., M.M. Wei, F. Zhang. 2019. Responsive Pricing of Fashion Products: The Effects of Demand Learning and Strategic Consumer Behavior. *Management Science*.
  - Featured article in the Management Science July 2019 Issue
- 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*.

### **Refereed Conference Papers**

- Wang, X., M. M. Wei, T. Yao. 2023. *Efficient Sparse Linear Bandits under High Dimensional Data*. Association for Computing Machinery's Special Interest Group on Knowledge Discovery and Data Mining (KDD).
- Wang, X., M. M. Wei, T. Yao. 2018. Minimax Concave Penalized Multi-Armed Bandit Model with High-Dimensional Covariates. *International Conference on Machine Learning (ICML)*.

### ***Under Reviewed Papers and Working Papers***

- Wang, X., M.M. Wei. T. Yao. Weak to Strong: Pretaining with suboptimal data gives provable In-Context Reinforcement Learning. Under review at *ICML*.
- Xiao, S., C. Wang, M.M. Wei. Revenue Management and Loyalty Program Design for Hotel Chains: Direct Channel Booking versus Selling through Online Travel Agencies. Under review at *POM*.
- Wang, X., M.M. Wei, T. Yao. Online Assortment Optimization with High-Dimensional Data. Under review at *MSOM*.
- Aviv, Y. and M.M. Wei. Innovative Dynamic Pricing: The Potential Benefits of Early-Purchase Reward Programs. Under revision for *MSOM*.
- Wei, M.M., M. Wu, J. Birge. Will Consumer-to-Consumer Secondary Market Benefit the Primary Seller of Fashionable Products?
- Wei, M.M., S. Xu, T. Yao. Strategic Outsourcing Contract Participation and Selection under Cost Uncertainty.

### ***Working in Progress***

- Risk-sharing Contract with Green Energy Intermediator, with M. Wu and J. Birge.
- The Impacts of the Market Segmentation on Prices and Consumer Choices at Airbnb, with M. Wu and W. Zhu.
- Competing with Responsive Follower: Imitator and Strategic Consumers.

### ***Research Support***

- Statistical and Optimization Study of Efficient Machine Learning for High-Dimensional and Streaming Data, Supported by the National Natural Science Foundation of China (Grant Number: 72371172), with T. Yao, X. Xiong, and L. Zhang

### ***Invited Research Seminar Presentations***

- Online Learning and Decision-Making under Generalized Linear Model with High-Dimensional Data. Institute for Data, Systems, and Society, *Massachusetts Institute of Technology*. March 2019.
- Online Learning and Decision-Making under Generalized Linear Model with High-Dimensional Data. Institute for Mathematics and its Applications, *University of Minnesota*. December 2018.
- Will Consumer-to-Consumer Secondary Market Benefit the Primary Seller of Fashionable Products. 6<sup>th</sup> Biennial 2017 Information Intensive Services Workshop. *University of Syracuse*. 2017.
- Innovative Dynamic Pricing: The Potential Benefits of Early-Purchase Reward Programs. 5<sup>th</sup> Biennial 2015 Information Intensive Services Workshop. *University of Syracuse*. 2015.
- Innovative Dynamic Pricing: The Potential Benefits of Early-Purchase Reward Programs. Department of Industrial and Systems Engineering, *University at Buffalo*. 2014.

### ***Invited Conference Presentations***

- Should Grocery Store Remove Date Labels? POMS 2025.

- Revenue Management, Loyalty Program, and Online Travel Agency in Hotel Chains. INFORMS 2024.
- Efficient Sparse Linear Bandits under High Dimensional Data. KDD Annual Conference. 2023.
- Online Assortment Optimization with High-Dimensional Data. INFORMS Annual Conference. Virtual. 2021.
- Online Learning and Decision-Making under Generalized Linear Model with High-Dimensional Data. INFORMS Annual Conference. Virtual. 2021.
- Online Assortment Optimization with High-Dimensional Data. INFORMS Annual Conference. Virtual. 2020.
- 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.
- 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. 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. 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. 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.

### ***Research Supervision***

- Doctoral dissertation committee member: Tim Hung, Lakshmi Mudigonda, Shuxian Xiao, Gongda Yu
- Master thesis committee member: Emeric Humbert

## **TEACHING**

### ***Courses Taught***

- MGO 638 Logistics Management (Spring, 2018-2023, 2025)
- MGO 304 Service Operations Management (Spring, 2018-2023, 2025)
- MGO 438 Logistics Management (Spring, 2019-2023, 2025)
- MGO 524 Business Operations (Spring, 2025)
- MGG 199 Recitation: Operations (Fall 2022-2024)
- MGO 695 Seminar in Demand & Revenue Management (PhD course): Spring 2016, Fall 2016, Fall 2017.

## **SERVICE**

### ***Professional Service***

- Guest Editor for Annals of Operations Research 2023-current.
- Conference track chair: Manufacturing Operations Track (with invited 18 sessions), POMS 2017
- Conference session Chair: POMS 2017, INFORMS 2017, 2018, 2019, 2020, 2021.
- Judge, POMS College of SCM Best Student Paper Competition, 2022.
- Editorial Review Board: IEEE Transactions on Engineering Management (2015-2018).
- Refereed numerous papers for Management Science, Operations Research, MSOM, POMS, Naval Research Logistics, and Omega.

### ***Professional Memberships***

- 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).

### ***University, School, and Community Service***

- Faculty Director, residential MS in Supply Chain Management, 2024-present
- Faculty Director, online MS in Supply Chain Management, 2024-present
- Ph.D. program coordinator for Operations Management and Strategy 2023-2025
- Graduate Studies Co-Directors for STL 2022-present
- Faculty advisor to Supply Chain and Operations Management Club 2020-present
- Organizer: Annual UB SCOM Student Case Competition 2023-present
- Faculty search committee 2024 for Assistant Professor
- Faculty search committee 2023 for Assistant Professor
- Faculty search committee 2023 for Full Professor
- 2022 Spring OMS noon Research Seminar
- Policy Committee 2018-2020.
- STL Graduate Studies Committee 2020-2022.
- MS SCOM review and revision working group 2019.
- Attendance: Open House 2016-2019; Alumni Awards Dinner 2017-2019; ISTL Meetings 2014-present;
- Judge: SCOM Case Competition 2015-present;

### **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 Pennsylvania State University, 2007-2009.
- RenMin Undergraduate Scholarship, Fudan University, 2001-2005.

### **INDUSTRIAL CONSULTING PROJECTS**

- Alibaba, Improving Forecasting Accuracy and Recommendation Profitability. 2018-2020
- CitiMortgage, Inc. Operations Strategy and Supply Chain Improvement. 2010.
- BBK Co., Ltd. Supply Chain Reengineering and Market Penetration Strategy. 2005.

### **PROGRAMMING SKILLS**

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