

PENG LI

Department of Supply Chain Management
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EDUCATION

Ph.D.	Department of Supply Chain Management Rutgers University, Newark and New Brunswick, NJ Minor in Statistics	May 2021 (Expected)
Ph.D.	Department of Civil & Environmental Engineering University of Wisconsin - Milwaukee, Milwaukee, WI Minor in Operation Research	May 2016
M.S.	Department of Transportation Engineering Beihang University, Beijing, China	Dec 2012
B.S.	Huaibei Normal University, Huaibei, China Department of Mathematics Minor in Information and Computation Science	Jul 2010

RESEARCH INTERESTS

Research Interests: Production and Inventory Planning and Control, Queueing Theory, Optimization, Machine Learning, Text Mining, Recommendation Systems

Applications: EVs Battery Management, Transportation Network Optimization, Online Review, Classification, Features Selection

INDUSTRIAL EXPERIENCE

STARCOR Information Technology Co. Ltd., Chengdu, China Data Scientist, The Application of Recommendation Systems on Television Program	May 2018 - Aug 2018
Hangzhou LineZone Data Technology Co. Ltd., Hangzhou, China Data Scientist, XiaoDingDang Alibaba Tmall Store: Pricing and Promotion Planning	Sep 2016 - Dec 2016
China Academy of Transportation Sciences, Beijing, China Research Assistant, Urban Public Transportation Index Evaluation System	Feb 2011 - Jan 2012

REFEREED JOURNAL PUBLICATIONS

- An, X., Zhao, J., **Li, P.**, Ma, X., (2019). Effect of Lane Allocation on Operational Efficiency at Weaving Areas based on A Cellular Automation Model. *IET Intelligent Transportation System*, 13(5), 851-859.
- Malenje, J., Zhao, J., **Li, P.**, Han, Y., (2018). An Extended Car-Following Model with the Consideration of the Illegal Pedestrian Crossing. *Physic A: Statistical Mechanics and its Applications*, 508(15), 650-661.
- Zhao, J., **Li, P.**, Zheng, Z., Han, Y., (2018). Analysis of Saturation Flow Rate at Tandem Intersections Using Field Data. *IET Intelligent Transport System*, 12(5), 394-403.
- Zhao, J., Liu, Y., **Li, P.**, (2016). A network enhancement model with integrated lane reorganization and traffic control strategies. *Journal of Advanced Transportation*, 50(6), 1090-1110.

- Zhao, J., Li, P*, (2016). An Extended Car-following Model with Consideration of Vehicle to Vehicle Communication of Two Conflicting Streams. *Physica A: Statistical Mechanics and its Applications*, 473(1), 178-187.
 - Zhao, J., Li, P*, (2016). An Extended Car-Following Model with Consideration of Speed Guidance at Intersections. *Physic A: Statistical Mechanics and its Applications*, 461(1), 1-8.
 - Zhao, J., Li, P., Ma, W.J. *, (2016). Integrated Design of Location and Signal Timing for Mid-block Crosswalk to Achieve Tradeoff between Vehicles and Pedestrians. *Journal of Transportation Engineering. Part A: Systems*, 143 (1), 04016003:1-11
 - Zhao, J., Li, P. *, Zhou, X., (2016). Capacity Estimation Model for Signalized Intersections under the Impact of Access Point, *PLoS One*, 11(1), e0145989:1-16.
 - Liu, Y.*, Li, P., Wehner, K., (2013). A Generalized Corridor Diversion Control Model for Freeway Incident Management, *Computer-aided Civil and Infrastructure Engineering*, 28(8), 604-620.
 - Tang, T., Q., Li, P. Yang, X., B., (2013). An Extended Macro Model for Traffic Flow with Consideration of Multi Static Bottlenecks, *Physic A: Statistical Mechanics and its Applications*, 392(17), 3537–3545.
- * Corresponding author.

WORKING PAPERS

- **Toward a Better Online Platform Review: Differentiating Compensated vs. Non-Compensated Reviews**, with Arim Park, Soo Hyun Cho , and Yao Zhao. Target submission to *Production and Operations Management*.
- **Optimal Investment Plans for Electric Vehicles Battery Swapping Station**, with Chunliu Zhou and Lian Qi. Target submission to *European Journal of Operational Research*.
- **Relief and Stimulus in A Cross-sector Multi-product Scarce Resource Supply Chain Network**, with Xiaowei Hu, Jaejin Jang. Target to submission to *International Journal of Production Economics*.
- **Feature Sequential Convex Polytope Machines**, with Meiling He and Brain Armstrong. Target to submission to *Machine Learning*.

CONFERENCE PRESENTATIONS

- Li, P., Park, A., Cho, S., Zhao, Y., Toward a Better Online Platform Review: Differentiating Compensated vs. Non-Compensated Reviews, *INFORMS Annual Meeting (Virtual)*, Maryland, 2020. (forthcoming)
- Li, P., Zhou, C., Qi, L*. Optimal Investment Plan for Electric Vehicle Battery Swapping Stations, *INFORMS Annual Meeting (Virtual)*, Maryland, 2020. (forthcoming)
- Li, P., Zhao, S.Q., Liu, K., Zhao, Y., How Consumers Evaluate a New Fashion Product Through Online Review Platform, *INFORMS Annual Meeting*, Seattle, 2019.
- Li, P., Park, A., Cho, S., Zhao, Y., Toward a Better Online Platform Review: Differentiating Compensated vs. Non-Compensated Reviews, *INFORMS Annual Meeting*, Seattle, 2019.
- Li, P., Zhou, C., Qi, L*. Optimal Investment Plan for Electric Vehicle Battery Swapping Stations, *INFORMS Annual Meeting*, Seattle, 2019.
- Li, P., Zhou, C., Qi, L*. Optimal Recharging Policy for Electric Vehicle Battery (EVB), *POMs*

Conference, Washington, D.C., 2019.

- **Li, P.**, Liu, Y., A Two-stage Stochastic Mixed-Integer Programming Approach to Integrated Location of Suppliers and Route Optimization. 94th Transportation Research Board Annual Meeting, Washington, D.C., 2015.
- Zhao, J., Liu, Y., **Li, P.**, Ma, W., Yang, X., Network Enhancement Model with Integrated Lane Reorganization and Traffic Control Strategies, 93rd Transportation Research Board Annual Meeting, Washington D.C., 2014.
- Liu, Y. *, **Li, P.** Yu, J., , Wehner, K. , A generalized integrated corridor diversion control model for freeway incident management, Mid-Continent Transportation Research Symposium, Ames, Iowa, 2013.
- **Li, P.** , Liu, Y. *, A Lane-based Network Enhancement Model for Special Event and Emergency Traffic Management, INFORMS Annual Meeting, Minneapolis, Minnesota, 2013.

RESEARCH PROJECTS

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| • The Application of Recommendation Systems on Television Program | 2018 |
| • The Impacts of Alibaba E-Commerce Platform on Employment in the United States | 2017 |
| • XiaoDingDang Tmall Store: Pricing and Promotion Planning | 2016 |

TEACHING

Teaching Assistant at Rutgers Business School

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| • Operations Analysis (by Dr. Benjamin Melamed) | Fall 2020 |
| • Operations Analysis (by Dr. David Dreyfus) | Fall 2020 |
| • Operations Analysis (by Dr. Benjamin Melamed) | Summer 2020 |
| • Operations Analysis (by Dr. Yao Zhao) | Summer 2020 |
| • Operations Analysis (by Dr. Yao Zhao) | Spring 2020 |
| • Operations Analysis (by Dr. Benjamin Melamed) | Fall 2019 |
| • Supply Chain Analytics (by Dr. Yao Zhao) | Spring 2019 |
| • Special Topics for Supply Chain Management (by Dr. Weiwei Chen) | Spring 2019 |
| • Operations Analysis (by Dr. Alok Baveja) | Spring 2018 |
| • Service Management (by Dr. Alok Baveja) | Fall 2017 |
| • Introduction of Supply Chain Management (by Dr. William Walker) | Fall 2017 |

Instructor at University of Wisconsin - Milwaukee

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|---|-------------|
| • CE202-805 Dynamics, 3.89/5.0 | Fall 2015 |
| • CE250-801 Surveying Engineering, 3.76/5.0 | Fall 2015 |
| • CE202-804 Dynamics, 4.06/5.0 | Spring 2015 |
| • CE250-803 Surveying Engineering, 4.46/5.0 | Spring 2015 |

SCHOLARSHIP AND AWARDS

A. J. Battaglia Memorial Fellowship	Rutgers Business School	2020
Summer Research Dean Fund	Rutgers Business School	2019, 2020
Travel Award	Rutgers Graduate School	2019
Martin Bruening Award	Wisconsin ITE	2014
UWM Chancellor Award	UW-Milwaukee	2013,2014,2015
BUAA Outstanding Research Award	Beihang University	2012

PROFESSIONAL ACTIVITIES

- Editorial board member: PLOS ONE, 2018-present
- Reviewed articles for
Transportation Research Part B, Transportation Research Part C, Research in Transportation Economics, Physic A: Statistical Mechanics and its Applications, Nonlinear Dynamics, PLOS ONE, Journal of Advanced Transportation, Control Engineering Practice, European Journal of Control, IET Intelligent Transport Systems, Transportation research Board, IEEE Transactions on Vehicular Technology, International Journal of Sustainable Transportation
- 2019 Institute for Operation Management Science (INFORMS) Annual Conference invited session Chair
- 2019 Institute for Operation Management Science (POMs) Annual Conference invited session Chair

SKILLS

Wireframe	Microsoft Powerpoint
Machine Learning	Python with Numpy and Pandas
Data Visualisation	Tableau
Typesetting Document	Latex
Programming	Python, Matlab, Stata, R, SAS, SQL

REFERENCES

Yao Zhao (Co-Advisor) Professor Department of Supply Chain Management Rutgers Business School, Rutgers University Tel: (973) 353-5017 Email: yaozhao@business.rutgers.edu	Lian Qi (Co-Advisor) Associate Professor Department of Supply Chain Management Rutgers Business School, Rutgers University Tel: (973) 353-1322 Email: lianqi@business.rutgers.edu
Soohyun Cho Assistant Professor Department of Accounting Rutgers Business School, Rutgers University Tel: (973) 353-1672 Email: scho@business.rutgers.edu	