

# Manqi (Maggie) Li

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Ph.D. Candidate in Technology and Operations  
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## Education

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**University of Michigan** **Ann Arbor, Michigan**  
*Ph.D. in Technology and Operations* *2015–2020 (Expected)*  
○ Advisors: Shima Nassiri, Yan Huang, Amitabh Sinha

**University of Michigan** **Ann Arbor, Michigan**  
*B.S.E. in Industrial and Operations Engineering* *2013–2015*  
○ Honors Program

**Shanghai Jiao Tong University** **Shanghai, China**  
*B.S.E. in Electrical and Computer Engineering* *2011–2015*

## Research Interests

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**Theory:** Structural Modeling, Statistical Modeling, Optimization

**Application:** Data-Driven Decision Making, Platform Economy, Emerging Technology, Digital Markets

## Working Papers

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- [W1] **M. Li**, X. Liu, Y. Huang, C. Shi, C. Hua, “Integrating empirical estimation and assortment personalization for e-commerce: a consider-then-choose model,” *Working Paper*, URL: <https://ssrn.com/abstract=3247323>, 2018.  
♠ Finalist (winners TBA), INFORMS MSOM Data Driven Research Challenge, 2018
- [W2] **M. Li**, Y. Huang, A. Sinha, “Data-Driven Promotion Planning for Mobile Applications,” *Major Revision at Information Systems Research*, URL: <https://ssrn.com/abstract=3090705> 2018.

## Honors and Awards

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Finalist (winners TBA), INFORMS MSOM Data Driven Research Challenge [W1] *2018*

## Teaching

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University of Michigan.....  
**TO 313 Introduction to Operations Management:** Sole Instructor *Fall 2017*

**TO 605 Manufacturing and Supply Operations:** Teaching Assistant *Winter 2017*

**TO 640 Big Data Management: Tools and Techniques:** Teaching Assistant *Winter 2016*

## Professional Activities

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Selected Attendee, Harbin Institute of Technology Shenzhou Forum *2018*

## References

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### **Shima Nassiri**

Assistant Professor

Stephen M. Ross School of Business, University of Michigan

Phone: +1 (734) 647-3308

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### **Yan Huang**

Assistant Professor

Tepper School of Business, Carnegie Mellon University

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### **Cong Shi**

Assistant Professor

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### **Amitabh Sinha**

Principal Scientist

Amazon

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