

Anran Li (January 2020 Updated)

CONTACT INFORMATION	Department of Management London School of Economics and Political Science	<i>E-mail:</i> A.Li26@lse.ac.uk
RESEARCH INTERESTS	Operations Management, Business Analytics, Revenue Management, E-commerce Applications, Choice Modeling and Assortment Optimization, Approximation Algorithms, Dynamic Programming and Online Algorithm.	
ACADEMIC EMPLOYMENT	London School of Economics and Political Science , Houghton Street, London, UK	
	Assistant Professor	August 2018
	Department of Management	
	The Hong Kong University of Science and Technology , Clear Water Bay, Hong Kong	
	Postdoctoral Researcher	August 2017 - August 2018
	Department of Industrial Engineering & Decision Analytics	
EDUCATION	Columbia University , New York, NY USA	
	Ph.D., Operations Research	July 2017
	<ul style="list-style-type: none">• Advisor: Guillermo Gallego• Dissertation Topic: “Product Line Design, Pricing and Framing under General Choice Models”	
	M.S., Industrial Engineering	December 2011
	Southwestern University of Finance and Economics , Chengdu, Sichuan China	
	B.S., Information Management and Information System	July 2010
PUBLICATION	Approximation Algorithms for Product Framing and Pricing , with Guillermo Gallego, Van-Anh Truong and Xinshang Wang, <i>Operations Research</i> . Forthcoming.	
PAPER UNDER REVIEW	Reviews and Self-selection Bias with Operational Implications , with Ningyuan Chen and Kalyan Talluri, under Minor revision at Management Science.	
	A Sequential Recommendation and Selection Model , with Pin Gao, Yuhang Ma, Ningyuan Chen, Guillermo Gallego, Paat Rusmevichientong and Huseyin Topaloglu, under Major revision at Operations Research.	
	Online Personalized Resource Allocation with Customer Choice , with Guillermo Gallego, Van-Anh Truong and Xinshang Wang. Invited for resubmission at Operations Research.	
	Attention, Consideration then Selection Choice Model , with Guillermo Gallego, under review at Operations Research.	
	Estimating demand with unobserved no-purchases on revenue-managed data , with Kalyan Talluri, under review at Management Science.	

WORKING PAPER	<p>Product Line Design and Pricing under Basic Attraction Model, with Guillermo Gallego and Zhuodong Tang. Selected for 2016 MSOM Supply Chain SIG Conference, June 2016. Funded by the Research Grants Council, Hong Kong. Soon to be submitted.</p> <p>Assortment Optimization and Pricing under a Threshold-based Choice Model, with Richard Steinberg and Xu Tian. Working paper.</p> <p>Auctions without Auctioneers, with Mahyar Salek and Richard Steinberg. Working paper.</p> <p>A Learning to Rank Assortments of Products Model, with Ningyuan Chen and Xinshang Wang. Working in progress.</p>				
COURSES	<table border="0" style="width: 100%;"> <tr> <td style="width: 80%;">LSE MG 465 Managerial Economics and Operations Management</td> <td style="text-align: right;">Sep 2018</td> </tr> <tr> <td>LSE MG 466 Supply Chain Management</td> <td style="text-align: right;">Jan 2019</td> </tr> </table>	LSE MG 465 Managerial Economics and Operations Management	Sep 2018	LSE MG 466 Supply Chain Management	Jan 2019
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LSE MG 466 Supply Chain Management	Jan 2019				
PROFESSIONAL EXPERIENCE	<p>SAS Institute, Cary, NC USA</p> <p><i>Research Fellow</i> May 2015 - August 2015 Designed an algorithm to jointly estimate customer choice model parameters and the arrival rate under censored data. Developed a novel choice model to capture business scenarios.</p> <p>Hewlett-Packard, Palo Alto, CA USA</p> <p><i>Research Analyst Intern</i> September 2013 - September 2014 Performed a leading role on the projects of forecasting new products' demand and designing optimal product line, which were developed into one paper and one patent. Maintained and improved HP's current assortment optimization system.</p> <p>Chinasoft International Information Technology, Beijing, China</p> <p><i>Intern Project Manager</i> May 2010 - August 2010 Applied ASP.NET technology to develop a dynamic Business-to-Consumer website.</p>				
INVITED TALKS	<p>Reviews and Self-selection Bias with Operational Implications</p> <ul style="list-style-type: none"> • LSE internal seminar Mar 2019 • University of Mannheim May 2019 • RMP Spotlight conference Jun 2019 • MSOM conference Jul 2019 <p>Approximation Algorithms for Product Framing and Pricing</p> <ul style="list-style-type: none"> • Informs International Meeting, Waikoloa, HI Jun 2016 • MSOM, Auckland, NZ Jun 2016 • Informs Annual Meeting, Nashville, TN Nov 2016 • Jet.com Internal Meeting, New York, NY Aug 2017 • the Hong Kong University of Science and Technology Nov 2017 • London School of Economics and Political Science Dec 2017 • City University of Hong Kong Dec 2017 • Chinese University of Hong Kong Jan 2018 • University of Minnesota Feb 2018 • Shanghai Jiao Tong University Apr 2018 • Tsinghua University May 2018 <p>Attention, Consideration then Selection Choice Model</p> <ul style="list-style-type: none"> • Revenue Management and Pricing Conference, Amsterdam, Netherlands Jun 2017 				

- Jet.com Internal Meeting, New York, NY Aug 2017
- Informs International Meeting, Taipei, Taiwan Jun 2018
- Informs Annual Conference, Pheonix, AZ Nov 2018

Online Personalized Resource Allocation with Customer Choice

- MSOM, Auckland, NZ Jun 2016

Product Line Design and Pricing under Logit Model

- POMS Annual Conference, Washington D.C. May 2015
- Revenue Management and Pricing Conference, New York, NY Jun 2015
- SAS Internal Meeting, Cary, NC Jul 2015
- Informs Annual Meeting, Philadelphia, PA Nov 2015
- MSOM Supply Chain SIG Conference, Auckland, NZ Jun 2016

Estimating demand with unobserved no-purchases on revenue-managed data

- SAS Internal Meeting, Cary, NC Aug 2015
- Informs Annual Meeting, Seattle, WA Oct 2019

HONORS AND AWARDS

IEOR Department Fellowship, Columbia University, 2012-2017
 SAS Research Fellowship, SAS Institute, May 2015
 Frydman Fellowship in IEOR, Columbia University, May 2011
 National Scholarship, Ministry of Education, China, May 2010

SKILLS AND PROFESSIONAL SERVICE

Professional Service: Ad hoc referee for Management Science, Operations Research, MSOM, POMS and EJOR; Session chair of Informs Annual Meeting

Computing:

- Programming languages: C, some experience with JAVA.
- Software Skills: R, Matlab, some experience with SAS, Minitab, AMPL, CPLEX.
- Applications: LATEX, SQL, Microsoft Word, Excel, PowerPoint, Access, Visio, Project, Crystal Ball.

Extracurricular Activities: Hiking, cycling and cooking