# Anran Li (October 2021 Updated)

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| CONTACT INFORMATION | Department of Management |
| | London School of Economics and Political Science  *E-mail:* 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

- 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, *Operations Research.* Vol. 68, No. 1.

**Reviews and Self-selection Bias with Operational Implications**, with Ningyuan Chen and Kalyan Talluri, *Management Science.* Accepted.

**A Sequential Recommendation and Selection Model**, with Pin Gao, Yuhang Ma, Ningyuan Chen, Guillermo Gallego, Paat Rusmevichientong and Huseyin Topaloglu, *Operations Research.* Accepted

PAPER UNDER REVIEW

**Attention, Consideration then Selection Choice Model**, with Guillermo Gallego, under 2-nd Round Major Review 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.

**Estimating demand with unobserved no-purchases on revenue-managed data**, with Kalyan Talluri, under 1-st Round Major Revision at M&SOM.

**Revenue Maximization and Learning in Products Ranking**, with Ningyuan Chen and Shuoguang Yang, under 1-st Round Major Revision at Operations Research. Accepted to EC'21.

| WORKING PAPER | **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. |

**Assortment Optimization and Pricing under a Threshold-based Choice Model**, with Richard Steinberg and Xu Tian. Working paper. Soon to be submitted.

**Auctions without Auctioneers**, with Mahyar Salek and Richard Steinberg. Working paper.

**KOLs Content Positioning at Social eCommerce Platform**, with Chun Wang and Shuoguang Yang. Working paper.

TEACHING

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|---|---|
| **LSE MG 465 Managerial Economics and Operations Management** | Sep 2018 |
| **LSE MG 466 Supply Chain Management** | Jan 2019, 2020, 2021 |
| **LSE MG 401 Operations Management for Management Consultancy** | Jan 2020, 2021 |
| **LBS - P224 Demand and Revenue Management** | Jul 2020 |

PROFESSIONAL EXPERIENCE

**SAS Institute**, Cary, NC USA

*Research Fellow*                                                                 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.

**Hewlett-Packard**, Palo Alto, CA USA

*Research Analyst Intern*                                          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.

**Chinasoft International Information Technology**, Beijing, China

*Intern Project Manager*                                                       May 2010 - August 2010

Applied ASP.NET technology to develop a dynamic Business-to-Consumer website.

INVITED TALKS

**Revenue Maximization and Learning in Products Ranking**
- The Hong Kong Polytechnic University                                          April 2021
- University of Science and Technology of China                                  June 2021
- Nanjing University                                                             August 2021
- Southeast University                                                          August 2021
- EURO Pricing and Revenue Management Workshop                                   August 2021

**Reviews and Self-selection Bias with Operational Implications**
- LSE internal seminar                                                          Mar 2019
- University of Mannheim                                                         May 2019
- RMP Spotlight conference                                                       Jun 2019
- MSOM conference                                                               Jul 2019

**Approximation Algorithms for Product Framing and Pricing**
- 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

**Attention, Consideration then Selection Choice Model**
- 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; External examiners for UK universities

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