



Tingliang Huang

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Academic Appointment

August 2011- present Assistant Professor, Department of Management Science and Innovation, University College London, United Kingdom

Education

2011 Ph.D., Operations Management, Kellogg School of Management, Northwestern University, Evanston, IL, United States of America
Advisor: Prof. Jan A. Van Mieghem

2007 M.S., Industrial & Systems Engineering, University of Minnesota, Minneapolis, MN, United States of America
Advisor: Prof. Saif Benjaafar

2005 B.S., University of Science & Technology of China (USTC), Hefei, Anhui, P. R. China.

Current Research Interests

Service operations, consumer behavior modeling, marketing and operations interfaces, production and operations management, business analytics, structural estimations, quantitative marketing and economics

Journal Publications

- Huang, T. and Yu, Y. 2014. Sell probabilistic goods? A behavioral explanation for opaque selling. *Marketing Science*, Forthcoming.
- Huang, T. and Van Mieghem, J. A. 2013. The promise of strategic customer behavior: On the value of click tracking. *Production and Operations Management* 22 489–502. doi: 10.1111/j.1937-5956.2012.01386.x
- Huang, T., Allon, G., & Bassamboo, A. 2013. Bounded rationality in service systems. *Manufacturing & Service Operations Management* 15(2) 263-279.
- Huang, T. and Van Mieghem, J. A. 2013. Clickstream data and inventory management: Model and empirical analysis. *Production and Operations Management* doi: 10.1111/poms.12046

- Benjaafar, S., ElHafsi, M., & Huang, T. 2010. Optimal control of a production-inventory system with both backorders and lost sales. *Naval Research Logistics* 57(3) 252-265.

Recent Presentations at Conferences (a partial list)

- Informs Annual Meeting in Phoenix, Arizona, USA, 2012
- MSOM Conference at Columbia University, New York, USA, 2012
- Informs International meeting in Rome, Italy, 2013
- MSOM & SIG Conference at INSEAD, Fontainebleau, France, 2013
- Informs Annual Meeting in Minneapolis, MN, USA, 2013

Honors & Awards

- Semi-Finalists, 2013 INFORMS Junior Faculty Interest Group (JFIG) Paper Competition
- Teaching Grant from UCL to enhance e-learning
- Kellogg School of Management PhD Fellowship, Northwestern University, 2007-2011
- Graduate Assistantships, University of Minnesota, 2005-2007
- Guanghua Fellowship, USTC, 2004
- Outstanding Undergraduate Fellowships, USTC, 2002-2003
- Outstanding New Student Fellowship (Top 1% among all new students), USTC, 2001

Teaching Experience

- **Instructor** for *MSIN2003 Business Analytics*
- **Co-teach** (with my colleagues at UCL) a PhD course in *Research Modeling in Operation Management* at UCL, 2011-present
- Teaching Assistant for a variety of courses in Operations Management, Operations Strategy, Managerial Economics, and Statistics at undergraduate, MBA, EMBA, and PhD levels, at the Kellogg School of Management, Northwestern University, 2008-2010 and the University of Minnesota, Twin Cities, 2005-2007.

Other Experience:

- **Consulting** for *General Mills* on multi-product scheduling and sequencing with changeover costs, with Prof. Saif Benjaafar
- Research Assistant for Prof. Saif Benjaafar and Prof. Miller on several NSF funded projects at University of Minnesota, Twin Cities; for Prof. Zeynep Akşin Karaesmen

Service

- Faculty recruiting, research and teaching committees, PhD program admission and interviews, and research seminar invitations
- PhD Student Advising: Principal advisor for Hang Ren and Nilam Kaushik
- Supervisor for MSc in Management Dissertations

Professional Activities

- Reviewer for *Marketing Science*, *Management Science*, *Manufacturing & Service Operations Management*, *Production and Operations Management*, *Operations Research*, *European Journal of Operational Research*, *MSOM & SIG Conferences*, etc.
- Memberships: INFORMS, M&SOM Society, POMS, INFORMS Society for Marketing Science