

Xiaojia Guo

CONTACT INFORMATION

UCL School of Management
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EDUCATION

UCL School of Management, University College London, UK

2014 - present Ph.D. in Management Science and Operations (expected graduation: Mar. 2020)
2013 - 2014 M.S. Management Science and Innovation, with Distinction
2011 - 2012 M.S. in Statistics, with Distinction

Darden School of Business, University of Virginia, US

2015 Visiting Scholar in Quantitative Analysis

Ocean University of China, China

2007 - 2011 B.S. in Physical Oceanography

RESEARCH INTERESTS

Business analytics, probabilistic forecasting, machine learning, combining forecasts and data-driven operations.

PUBLICATIONS

Under Review

Guo, X., Grushka-Cockayne, Y. and De Reyck, B. [Forecasting Airport Transfer Passenger Flow Using Real-Time Data and Machine Learning](#). Under third-round revision at *Manufacturing & Service Operations Management*, Practice-Based Research Competition.

- Finalist in 2019 M&SOM Practice-Based Paper Competition.

Guo, X., Lichtendahl Jr, K.C. and Grushka-Cockayne, Y. [An Exponential Smoothing Model with A Life Cycle Trend](#). Under major revision at *Operations Research*.

- Winner in 2018 INFORMS Decision Analysis Society Best Student Paper Award.

- Finalist in 2019 POMS-JD.com Best Data-Driven Research Paper Competition.

Guo, X., Grushka-Cockayne, Y. and De Reyck, B. London Heathrow Airport Uses Real-Time Analytics for Improving Operations. Under review at *INFORMS Journal on Applied Analytics* (formerly *Interfaces*).

- Finalist in 2019 Daniel H. Wagner Prize for Excellence in Operations Research Practice.

Work in Progress

Lichtendahl Jr, K.C., **Guo, X.** and Tassone, E. Bayesian Ensembles of Unlabeled Forecasts. Soon to be submitted to *Management Science*.

Guo, X., Grushka-Cockayne, Y. and De Reyck, B. Forecasting Project Delays with Contextual Task Information and Machine Learning.

Guo, X. and Lichtendahl Jr, K.C. Quantile Regression with a Strictly Convex Objective.

Lichtendahl Jr, K.C. and **Guo, X.** A Generalized Additive Model as the Activation Function in a Neural Network.

Other Publications

De Reyck, B., **Guo, X.**, Grushka-Cockayne, Y., Lichtendahl Jr, K.C., Garside, A., Garside, T., Coss, N. and Tasker, F., 2016. [APOC Business Process Reengineering Big Data Study](#). *Eurocontrol Technical Report*.

TEACHING EXPERIENCE

UCL School of Management

2017 - present *Instructor* for Data Analytics II, undergraduate core course
Evaluation: 4.1/5 in 2017, 4.3/5 in 2018, 4.5/5 in 2019
Guest lecturer for Big Data Analytics, master elective course
2015 - 2017 *Teaching assistant* for Mathematical Foundations of Management III, undergraduate core course

London Business School

2014 - 2018 *Workshop teacher and teaching assistant* for Project Management, MBA elective

Teaching Materials

Tassone, E., **Guo, X.**, Grushka-Cockayne, Y. and Lichtendahl Jr, K.C., 2019. Google Trends in YouTube Videos. *Darden Business Publishing Case Study*, UVA-QA-0841, forthcoming.

Guo, X., Grushka-Cockayne, Y. and De Reyck, B. The Agile Revolution to Sales. Work in progress.

CONFERENCE PRESENTATIONS

Forecasting Project Delays with Contextual Task Information and Machine Learning

2019 INFORMS Annual Meeting, Seattle (session SD77)
2019 European Technology and Operations Management Conference, London Business School

Forecasting Airport Transfer Passenger Flow Using Real-Time Data and Machine Learning

2019 INFORMS Annual Meeting, Seattle (session TC51)
2019 MSOM Conference, Singapore
2018 INFORMS Annual Meeting, Phoenix
2018 European Technology and Operations Management Conference, INSEAD
2016 INFORMS Annual Meeting, Nashville

London Heathrow Airport Uses Real-Time Analytics for Improving Operations

2019 INFORMS Annual Meeting, Seattle (session MB32 for the Daniel H. Wagner Prize)

Bayesian Ensembles of Unlabeled Forecasts

2019 INFORMS Advances in Decision Analysis, Milan

Quantile Forecasts of Life Cycles Using Exponential Smoothing

2019 POMS Annual Meeting, Washington, DC
2019 Trans-Atlantic Doctoral Conference, London Business School
2018 INFORMS Annual Meeting, Phoenix

HONORS AND AWARDS

2019 Finalist in 2019 Daniel H. Wagner Prize for Excellence in Operations Research Practice
2019 Finalist in 2019 M&SOM Practice-Based Paper Competition
2019 Finalist in 2019 POMS-JD.com Best Data-Driven Research Paper Competition
2018 Winner in 2018 INFORMS Decision Analysis Society Best Student Paper Award
2018 Winner in 2018 INFORMS Aviation Application Best Student Presentation Award
2014 UCL School of Management Scholarship
2013 University College London Oversea Research Scholarship

INDUSTRY PROJECTS	2019	Artificial Intelligent in Project Management (Consultant to High Speed 2 and nPlan, UK)				
	2018	The Agile Revolution to Sales (Consultant to Heresy, UK)				
	2017	Forecasting Customer Out-of-service Curves after Storms (Consultant to PPL Electric Utilities, US)				
	2016	Single European Sky Air Traffic Management Research Project WP6.3.1: Machine Learning Techniques for Airport Passenger Flow Management (Consultant to Eurocontrol and London Heathrow Airport, UK)				
PROFESSIONAL SERVICE		Reviewer for <i>Operations Research</i> , <i>M&SOM</i> , and <i>Theory and Decision</i> Session chair for INFORMS 2019 and EURO 2019				
PROGRAMMING SKILLS		R, Python, MySQL, Matlab, Tableau, Microsoft Project, @Risk, GAMS				
REFERENCES		<table> <tr> <td> <p>Bert De Reyck Professor and Director UCL School of Management University College London One Canada Square, London W14 5AA Email: bdereyck@ucl.ac.uk</p> </td> <td> <p>Yael Grushka-Cockayne Visiting Associate Professor Harvard Business School Boston, MA 02163 Email: ygrushkacockayne@hbs.edu</p> </td> </tr> <tr> <td> <p>Kenneth C. Lichtendahl Jr Associate Professor Darden School of Business University of Virginia Charlottesville, VA 22903 and Visiting Researcher Google, Mountain View, California Email: lichtendahlc@darden.virginia.edu</p> </td> <td> <p>Rouba Ibrahim Associate Professor UCL School of Management University College London One Canada Square, London W14 5AA Email: rouba.ibrahim@ucl.ac.uk</p> </td> </tr> </table>	<p>Bert De Reyck Professor and Director UCL School of Management University College London One Canada Square, London W14 5AA Email: bdereyck@ucl.ac.uk</p>	<p>Yael Grushka-Cockayne Visiting Associate Professor Harvard Business School Boston, MA 02163 Email: ygrushkacockayne@hbs.edu</p>	<p>Kenneth C. Lichtendahl Jr Associate Professor Darden School of Business University of Virginia Charlottesville, VA 22903 and Visiting Researcher Google, Mountain View, California Email: lichtendahlc@darden.virginia.edu</p>	<p>Rouba Ibrahim Associate Professor UCL School of Management University College London One Canada Square, London W14 5AA Email: rouba.ibrahim@ucl.ac.uk</p>
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