

# ZHEN LIAN

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## EMPLOYMENT

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**Yale University**  
*School of Management*

July 2023 - Current  
New Haven, CT

- Assistant professor in Operations.

**Lyft, Inc.**  
*Rideshare Labs*

Aug. 2022 - July 2023  
New York, NY

- Postdoctoral Fellow.

## EDUCATION

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**Cornell University/Cornell Tech**  
*SC Johnson Graduate School of Management*

Aug. 2016 - Aug. 2022  
New York, NY

- Ph.D.

**Cornell University**  
*School of Civil and Environmental Engineering*

Aug. 2014 - Jan. 2016  
Ithaca, NY

- M.Eng in Engineering Management.

**Peking University**

Sept. 2010 - July 2014

- B.S. in Chemistry and Molecular Engineering.
- B.A. in Economics.

Beijing, China

## RESEARCH INTERESTS

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Marketplaces, digital economy, market design, smart transportation, public policy

## PUBLICATION

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1. **Lian, Z.**, van Ryzin, G. (2021). Optimal growth in two-sided markets. *Management Science*, 67(11), 6862-6879.
2. Guetta, D, **Lian, Z.**, van Ryzin, G. (2023). Enabling X-to-the-xth: the Operational Secret Behind Uber's Explosive Growth. *Columbia CaseWorks*.

## PAPERS UNDER REVIEW

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3. **Lian, Z.**, van Ryzin, G. (2020). Capturing the Benefits of Autonomous Vehicles in Ride-Hailing: The Role of Dispatch Platforms and Market Structure. Under major revision at *Management Science*.
4. **Lian, Z.**, Martin, S., van Ryzin, G. (2021). Labor cost free-riding in the gig economy. Under second-round review at *Management Science*.
  - Honorable mention, RMP 2021 Jeff McGill Student Paper Award.
5. Delarue, A., **Lian, Z.**, Martin, S. Algorithmic Precision and Human Decision: A Study of Interactive Optimization for School Schedules. Invited for resubmission at *Management Science*.
  - Accepted for presentation at MSOM SIG 2023.
6. Chen, L., **Lian, Z.**, Yao, S. (2021). Consumer status signaling, wealth inequality and non-deceptive counterfeits. Under review.

## TEACHING EXPERIENCE

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- **Managing Operations (MBA core)**, Cornell Johnson, *Spring 2021*. Review session instructor.
- **Operations Management (MBA core)**, Cornell Tech, *Fall 2018*. Teaching assistant.
- **Supply Chain Strategy (MBA elective)**, Cornell Johnson, *Spring 2018*. Teaching assistant.
- **Managing Operations (MBA core)**, Cornell Johnson, *Spring 2017*. Teaching assistant.

## AWARDS AND SCHOLARSHIPS

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- **Women in Operations Research – Bayer Scholarship**, Analytics Society of INFORMS, 2021
- **Bartholomew Family Charitable Fund PhD Student Scholarship**, Cornell University, 2019-2020
- **Byron E. Grote, MS'77, Ph.D.'81 Johnson Professional Scholarship**, Cornell University, 2017-2018
- **Johnson Graduate School of Management Doctoral Fellowship**, Cornell University, 2016-2021

## INVITED TALKS

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### **Algorithmic Precision and Human Decision**

- INFORMS MSOM SIG June 2023
- The University of Hong Kong (HKU) April 2023
- The Chinese University of Hong Kong in Shenzhen (CUHK-Shenzhen) April 2023

### **Labor Cost Free-Riding in the Gig Economy**

- Boston University – Questrom School of Business Feb. 2022
- Purdue University – Krannert School of Management Jan. 2022
- Yale University – School of Management Jan. 2022
- University of California Berkeley – Haas School of Business Jan. 2022
- University of North Carolina at Chapel Hill – Kenan-Flagler Business School Jan. 2022
- Johns Hopkins University – Carey Business School Jan. 2022
- Northwestern University – Kellogg School of Management Jan. 2022
- NYU – Stern School of Business Jan. 2022
- MIT – Sloan School of Management Jan. 2022
- Rice University – Jones Graduate School Of Business Dec. 2021
- Boston College – Carroll School of Management Dec. 2021
- University of Pennsylvania – Wharton Dec. 2021
- INFORMS Annual Meeting Oct. 2021
- Cornell OTIM Workshop, Virtual Sept. 2021
- Cornell ORIE PhD Colloquium, Virtual Sept. 2021
- CMU YinzOR 2021, Virtual Aug. 2021
- ACM Conference on Economics and Computation (EC'21), Poster session July 2021
- Columbia PhD Brown Bag, Virtual June 2021
- INFORMS RM&P Section Conference, Virtual June 2021
- MSOM Conference, Virtual June 2021

### **Autonomous Vehicle Market Design**

- INFORMS RM&P Section Conference, Virtual June 2021
- MSOM Conference, Virtual June 2021
- Marketplace Innovation Workshop, Virtual May 2021
- POMS Conference, Virtual May 2021
- INFORMS Annual Meeting, Virtual Nov. 2020
- OTIM Workshop, Cornell Johnson, Ithaca, NY Mar. 2020
- INFORMS Annual Meeting, Seattle, WA Oct. 2019

### **Optimal Growth in Two-Sided Markets**

- INFORMS RM&P Section Conference, Stanford GSB, Palo Alto, CA June 2019
- Sharing Economy Seminar, NYU Stern, New York, NY Mar. 2019
- OTIM Workshop, Cornell Johnson, Ithaca, NY Feb. 2019

- INFORMS Annual Meeting, Phoenix, AZ Oct. 2018
- **Consumer Status Signaling, Wealth Inequality and Non-deceptive Counterfeits**
- INFORMS Annual Meeting, Seattle, WA Oct. 2019
- POMS Conference, Washington DC May 2019

## SERVICE

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Reviewer for *Management Science*, *Manufacturing & Service Operations Management*, *European Journal of Operations Research*, *Operations Research Letters*.

## SKILLS

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Julia, Python, MATLAB, SQL, AMPL, STATA