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University College London, School of Management

Appointments

2022–present	Assistant Professor, University College London (UCL), School of Management , London, UK
2021–2022	Postdoctoral Researcher: AI and Marketing, IBM T.J. Watson Research Center , Yorktown Heights, NY, US
2018 Summer	Summer Intern, Machine Learning Research Group, Oracle Labs , Burlington, MA, US

Education

2015–2021	Ph.D. in Technology and Operations, Stephen M. Ross School of Business, University of Michigan, Ann Arbor, MI, US (Co-advisors: Hyun-Soo Ahn and Joline Uichanco)
2011–2015	B.A. in Economics (Experimental Honors Class), B.Eng. in Computer Science, Shanghai University of Finance and Economics (SUFU), Shanghai, China

Research

 [Google Scholar](#)

† → Industry collaborator

Working papers

Liu, Yiming and **Mengzhenyu Zhang** (2026). “A Knapsack Structure in Dynamic Information Design”. Submitted. [Link](#).

Ahn, Hyun-Soo, **Mengzhenyu Zhang**, and Zijin Zhang (2025). “Online decisions with (biased) offline data”. Minor revision @ Operations Research. [Link](#).

Duenyas, Izak, Ozge Sahin, and **Mengzhenyu Zhang** (2025). “Advance selling under dynamic uncertainty and time-dependent penalty”. Reject and resubmit @ Manufacturing & Service Operations Management. [Link](#).

Ling, Zi, Christopher Ryan, and **Mengzhenyu Zhang** (2025). “On the interplay between pricing and information policies in monopoly selling”. Working paper. [Link](#).

Mengzhenyu Zhang and Fan Zhou (2025). “How much is Enough? Strategic information provision under consumer ambiguity”. Major revision @ Marketing Science. [Link](#).

Mengzhenyu Zhang, Christopher Ryan, Wei Sun[†], Shivaram Subramanian[†], and Markus Ettl[†] (2022). “Attribute-based pricing: A nested logit approach”. Major revision @ Inform Journal on Computing. [Link](#).

Publications

Ahn, Hyun-Soo, Christopher Ryan, Joline Uichanco, and **Mengzhenyu Zhang** (2025a). “Certainty-equivalent pricing with dependent demand and limited price-changing opportunities”. *Mathematics of Operations Research* 51(1):498-541. [Link](#)

– Spotlight paper at 2019 Revenue Management and Pricing Conference.

Ahn, Hyun-Soo, Christopher Ryan, Joline Uichanco, and **Mengzhenyu Zhang** (2025b). “Valuing influence with social learning”. *Manufacturing & Service Operations Management*. [Link](#).

Ahn, Hyun-Soo, Eren Cetinkaya, Izak Duenyas, and **Mengzhenyu Zhang** (2024). “Benefits of collaboration in capacity investment and allocation”. *Production and Operations Management* 33(1):128-145. [Link](#).

Mengzhenyu Zhang, Hyun-Soo Ahn, and Joline Uichanco (2022). “Data-driven pricing for a new product”. *Operations Research* 70(2):847-866. [Link](#).

Patent

“Search order and rate determination in attribute-based environments”

Inventors: Markus Ettl, Shivaram SUBRAMANIAN, Wei Sun, Mengzhenyu ZHANG

Publication date: 2024/1/18

US Patent App. 17/812,449, 2024

Awards & Honors (Academic)

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| 2020 | Rackham Predoctoral Fellowship (One of the most prestigious awards at the University level granted by Rackham Graduate School at the University of Michigan) |
| 2018-2019 | W. Allen Spivey/Valerie and William Hall Family Fellowship (Awarded to the best student in TO for research excellence) |
| 2018 | Ross Doctoral Research Grant |
| 2017-2018 | Charles H. Gessner Doctoral Fellowship |
| 2017 | Early candidacy awards, Stephen M. Ross School of Business |

Presentations

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| 2026 | European TOM seminar series, INFORMS Revenue Management and Pricing conference, INFORMS Annual Meeting |
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2025	INFORMS MSOM Conference, INFORMS Annual Meeting
2024	INFORMS MSOM Conference, INFORMS Annual Meeting, Shanghai Jiao-tong University
2023	INFORMS Annual Meeting
2022	European Technology & Operations Management (ETOM) Day
2020	Indiana University, HEC Paris, University College London, Imperial College London, City University of Hongkong, Chinese University of Hongkong, Chinese University of Hongkong (Shenzhen), Kellogg-Wharton OM Workshop, INFORMS Annual Meeting
2019	INFORMS Annual Meeting, INFORMS Revenue Management and Pricing Conference, POMS Annual Conference, Shanghai University of Finance and Economics (SUFE), POMS-HK International Conference
2018	INFORMS Annual Meeting, INFORMS MSOM Conference
2017	INFORMS Annual Meeting, International Data-Driven Optimization Workshop, SUFE

Selected Media Coverage

2026	UCL research highlights, Who influences the influencers? Ahn, Ryan, Uichanco, and Mengzhenyu Zhang 2025b
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Teaching

University College London, School of Management

2022, 2023, 2024, 2025	Module leader, MSIN0095: Operations Analytics (MSc Business Analytics)
2026	Module leader, Operations Analytics (The UCL MBA with Peking University)

University of Michigan, Stephen M. Ross School of Business

2018	Instructor, TO 302: Operations Management Teaching assistant, TO 301: Business Statistics and Management Science (16 Fall), TO 502: Business Statistics (17 Fall), TO 618: Applied Business Analytics and Decisions (17 Winter, 17 Fall, 18 Fall, 19 Fall), TO 605: Manufacturing and Supply Operations (17 Winter), TO 899: Inventory Management (PhD course, 18 Fall, 20 Fall), EMBA 603: Business Analytics and Statistics for Executives (18 Fall), TO 567: Data Mining and Business Analytics (19 Winter, 19 Fall), TO 572: Applied Business Forecasting (19 Fall), EMBA 610: Managerial Big Data Analytics (19 Summer, 20 Summer)
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Academic Service

Journal Reviewer

Mathematics of Operations Research, Operations Research, Management Science, Manufacturing & Service Operations Management, Operations Research Letters

Paper competition judge

MSOM student paper competition (2023, 2024, 2025, 2026), TIMES paper competition (2023)

Other Experience

Sports Awards

2011-2015 Swimming team of SUFE, 2014 second place Women's 4*50 Freestyle, 2014 fourth place Women's 100 Breaststroke, 2013 fourth place Women's 50 Freestyle, 2013 team first place Women's 4*50 Freestyle

Last updated: June 19, 2026