

# ZHEN LIAN

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## EMPLOYMENT

**Assistant Professor** July 2023 – *present*  
Yale School of Management  
Yale University  
New Haven, CT, USA

**Affiliation:** Center for Algorithms, Data, and Market Design at Yale (CADMY).

**Postdoctoral Fellow** August 2022 – July 2023  
Rideshare Labs  
Lyft, Inc.  
New York, NY, USA

## EDUCATION

**Ph.D. in Operations Management** 2016 – 2022  
Cornell University  
Thesis: *Operational and Economic Analysis of Marketplaces*  
Advisor: Garrett van Ryzin

**M.Eng in Engineering Management** 2014 – 2016  
Cornell University

**B.A. in Economics** 2011 – 2014  
Peking University  
Beijing, China

**B.S. in Chemistry** 2010 – 2014  
Peking University  
Beijing, China

## RESEARCH AREAS

Platforms, smart transportation, public policy, market design

## AWARDS

- Semi-finalist, Daniel H. Wagner Prize for Excellence in the Practice of Advanced Analytics and Operations Research 2024
- Honorable Mention, Revenue Management & Pricing Jeff McGill Student Paper Award 2021
- Women in Operations Research – Bayer Scholarship, Analytics Society of INFORMS 2021
- Bartholomew Family Charitable Fund PhD Student Scholarship Cornell University 2019
- Byron E. Grote, MS'77, Ph.D.'81 Johnson Professional Scholarship, Cornell University 2017
- Johnson Graduate School of Management Doctoral Fellowship, Cornell University 2016-2021

## PUBLICATIONS

### In progress

1. Guoxing He, **Zhen Lian**, and Feng Tian. *Sizing before Testing: Incentives and the Value of Pre-Experiment Information*. In preparation for submission

### Manuscripts

4. Arthur Delarue, **Zhen Lian**, and Tony Qin. *Learning Pay Strategies with Small Samples in Gig Economy Platforms*. Under review. 2026
3. **Zhen Lian**, Feng Tian, and Feifan Zhang. *Transparency, Control, and Pay in the Gig Economy: A Game-theoretic Perspective*. Major revision at *Management Science*. (Updated February 2026)
2. **Zhen Lian**, Sebastien Martin, and Garrett van Ryzin. *Labor Cost Free-Riding in the Gig Economy*. Major revision at *Management Science*. (Updated February 2026)
  - Honorable mention, RMP 2021 Jeff McGill Student Paper Award
1. Li Chen, **Zhen Lian**, and Shiqing Yao. *Consumer Status Signaling, Wealth Inequality, and the Dupe Economy*. Under review at *Production and Operations Management*. (Updated January 2026)

### Journal articles

3. Arthur Delarue, **Zhen Lian**, and Sebastien Martin. "Algorithmic precision and human decision: A study of interactive optimization for school schedules". In: *Management Science* 72.1 (2026), pp. 148–166
  - Semi-finalist for Daniel H. Wagner Prize for Excellence in the Practice of Advanced Analytics and Operations Research
2. **Zhen Lian** and Garrett van Ryzin. "Capturing the benefits of autonomous vehicles in ride hailing: The role of market configuration". In: *Management Science* 71.7 (2025), pp. 5491–5510
1. **Zhen Lian** and Garrett Van Ryzin. "Optimal growth in two-sided markets". In: *Management Science* 67.11 (2021), pp. 6862–6879

### Other publication

1. Qiang Zhao, **Zhen Lian**, Xuedong Gao, Yun Yan, and Jianbin Huang. "General approach to construct photoresponsive self-assembly in a light-inert amphiphilic system". In: *Langmuir* 32.45 (2016), pp. 11973–11979

## TEACHING AND ADVISING

### Courses

- MGT 422: *Operations Engine (MBA Core)* Spring 2026
- MGMT 7404 01: *Modeling Operational Processes B (PhD)* Fall 2025
- MGT 809: *Advanced Business Analytics (MBA Elective)* Fall 2025
- MGMT 7404 01: *Modeling Operational Processes B (PhD)* Spring 2025
- MGT 422: *Operations Engine (MBA Core)* Spring 2025
- MGT 809: *Advanced Business Analytics (MBA Elective)* Fall 2024
- MGT 809: *Advanced Business Analytics (MBA Elective)* Fall 2023

## **Pedagogical material**

- Daniel Guetta, **Zhen Lian**, and Garrett van Ryzin. *Enabling X-to-the-Xth: The Operational Secret Behind Uber's Explosive Growth*. *Columbia CaseWorks*. MBA Case Study. 2023

## **Visiting Ph.D. student**

- Guoxing He (Co-advised with Feng Tian) Fall 2025

## **Doctoral dissertation committees**

- Yen-Shao Chen (Expected graduation: Summer 2026)

## **PROFESSIONAL SERVICES**

### **Program committee members**

- Transportation Science and Logistics (TSL) Conference, 2026
- ACM Conference on Economics and Computation (EC) 2025, 2024
- MSOM Service Management Special Interest Group (SIG) 2024
- MSOM Sustainable Operations Special Interest Group (SIG) 2024

### **Journal reviewer**

Management Science, Operations Research, Manufacturing & Service Operations Management, European Journal of Operations Research, Operations Research Letters, Production and Operations Research, Transportation Science

### **Paper competition judge**

- POMS College of Service Operations Management (CSOM) Best student Paper Competition, 2025
- MSOM Student Paper Competition 2024, 2025

### **Other services**

- INFORMS Auctions and Market Design (AMD) Section Webmaster 2023 - present

### **Department services**

- Operations group social activity committee 2025
- PhD student admission committee 2023, 2024

## **INVITED TALKS**

### **Learning Competition Status with Small Samples in Gig Economy Platforms**

- INFORMS Annual Meeting 2025 Oct. 2025
- INFORMS RM&P Section Conference 2025 July 2025
- MSOM Conference 2025 (Presentation by coauthor) June 2025

### **Tips on Teaching with AI**

- Northwestern Kellogg Teaching with AI RCT Summer Workshop June 2025

## **Transparency, Control, and Pay in the Gig Economy: A Game-theoretic Perspective**

- MSOM Conference 2025 (Poster Session by coauthor) June 2025
- INFORMS Annual Meeting 2024 Oct. 2024
- INFORMS RM&P Section Conference 2024 July 2024
- Marketplace Innovation Workshop 2024 May 2024
- INFORMS Conference 2023 Oct. 2023

## **Algorithmic Precision and Human Decision**

- Transportation And Logistics Early-Career North-American (TALENT) Workshop 2025 May 2025
- Operations Seminar, Zicklin School of Business, Baruch College April 2025
- Yale SOM Faculty Seminar Sept. 2024
- ACM Conference on Economics and Computation (EC'24) July 2024
- Cornell Johnson Summer Symposium June 2024
- INFORMS MSOM Conference SIG (Sustainability) 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**

- Stanford OIT seminar May 2024
- University of Toronto – Rotman School of Business Dec. 2023
- Lyft Rideshare Labs March 2022
- 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

## **Capturing the Benefits of Autonomous Vehicles in Ride-Hailing**

- 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

## **MEDIA COVERAGE**

- *Yale Insights* (original, reprinted by *Yale Today*: “An Interactive Tool Helps School Districts Redesign Their Bus Schedules—and Get Kids a Little More Sleep” (November 25, 2025).
- *Yale Insights* (original), reprinted by *Tech Xplore* and *Yale Today*: “Self-driving cars may only lower ride-hailing prices under specific conditions” (June 18, 2025).
- *The San Francisco Standard*: “San Francisco public schools commit to full return this fall with new start times” (May 26, 2021).

## **REFERENCES**

*Contact information available upon request.*

Updated on Friday 13<sup>th</sup> February, 2026.