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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](#).

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 @ Informa Journal on Computing. [Link](#).

Publications

Ahn, Hyun-Soo, **Mengzhenyu Zhang**, and Zijin Zhang (2026). “Online decisions with (biased) offline data”. *Forthcoming @ Operations Research*. [Link](#).

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* 28(4):1133-1153. [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)

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

2026	European TOM seminar series, INFORMS Revenue Management and Pricing conference, INFORMS Annual Meeting
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
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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)

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: August 21, 2026