

ZHEN LIAN

Office 3518
165 Whitney Avenue
New Haven, CT 06511

Tel: (917)680-9936
Email: zhen.lian@yale.edu
Webpage: www.zhenlian.me

EMPLOYMENT

Yale University
School of Management

July 2023 - Current
New Haven, CT

- Assistant professor in Operations.
- Faculty fellow at Center for Algorithms, Data, and Market Design at Yale (CADMY)

Lyft, Inc.
Rideshare Labs

Aug. 2022 - July 2023
New York, NY

- Postdoctoral Fellow.

EDUCATION

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
Beijing, China

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

RESEARCH INTERESTS

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

PUBLISHED AND ACCEPTED WORK

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*.
3. **Lian, Z.**, van Ryzin, G. (2024). Capturing the Benefits of Autonomous Vehicles in Ride-Hailing: The Role of Dispatch Platforms and Market Structure. *Management Science*, Articles in Advance, pp. 1-20.
4. Delarue, A., **Lian, Z.**, Martin, S. (2025). Algorithmic Precision and Human Decision: A Study of Interactive Optimization for School Schedules. Accepted at *Management Science*.

PAPERS UNDER REVIEW

5. **Lian, Z.**, Martin, S., van Ryzin, G. Labor Cost Free-Riding in the Gig Economy. Under review.
6. Chen, L., **Lian, Z.**, Yao, S. Consumer Status Signaling, Wealth Inequality and Non-deceptive Counterfeits. Major revision at *Production and Operations Management*.
7. **Lian, Z.**, Tian, F., Zhang, F. Transparency, Control, and Pay in the Gig Economy: A Game-theoretic Perspective. Under review.

RESEARCH IN PROGRESS

8. Learning Competition Status with Small Samples in Gig Economy Platforms. Joint work with Arthur Delarue and Tony Qin.

TEACHING EXPERIENCE

- **Advanced Business Analytics (MBA Elective)**, Yale SOM, *Fall 2023*. Instructor.
- **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

- **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

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

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| · INFORMS Conference 2024 | Oct. 2024 |
| · INFORMS RM&P Section Conference | July 2024 |
| · Marketplace Innovation Workshop 2024 | May 2024 |
| · INFORMS Conference 2023 | Oct. 2023 |

Algorithmic Precision and Human Decision

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| · Operations Seminar, Zicklin School of Business, Baruch College | April 2025 |
| · 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

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| · Stanford University – Graduate School of Business | 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

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

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

SKILLS

Julia, Python, MATLAB, SQL, AMPL, STATA