

Yiwei Zheng

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EDUCATION

Wuhan University

Sep 2022 — Jun 2025

Master in Management Science and Engineering

GPA: 3.5/4.0 (Score: 88.7)

- Courses: Game Theory (90); Supply Chain Optimization (91); Advanced Operation Research (87); Research Methodology for Management (90); Theory of Industrial Organization (87); Marketing Engineering (85); Advanced Engineering Economics (92)

Zhengzhou University

Sep 2018 — Jun 2022

Bachelor in Electronic Business

GPA: 3.8/4.0 (Score: 90.0)

- Courses: Economics (96); Operations Research (93); Marketing Management (94); Management Information Systems (95); Applied Statistics (91); Information Economics (98); Java Language (97)

RESEARCH INTERESTS

Supply Chain Management; Operations–Marketing Interface; Online Platform Operations

PUBLICATIONS AND WORKING PAPERS

- Xu Minghui, Hui Shen, and **Yiwei Zheng** (2023), “Dynamic Pricing with Product Quality Information Updates Considering Consumer Time Preferences,” *Systems Engineering — Theory & Practice*, 43(10), 2989–3006. (in Chinese) <https://link.cnki.net/urlid/11.2267.N.20230608.1355.010>
- Xu Minghui, **Yiwei Zheng**, Xintong Shi, and Hui Shen, “Demand Information Sharing in a Green Supply Chain under Upstream Competition,” under the 2nd-round review, *Naval Research Logistics*.
- **Zheng Yiwei** and Minghui Xu, “Contract Unobservability and Information Sharing,” Work-in-progress.

RESEARCH EXPERIENCE

Demand Information Sharing in a Green Supply Chain under Upstream Competition

Main Author

- Develop a game-theoretic model with two competing manufacturers selling green products through a common retailer, who has a private signal and decides the sharing strategy.
- Identify three interacting effects that foster or undermine the incentives of firms to form an information-sharing partnership without or with a side payment contract in both serial and parallel settings.
- Capture green production technical cost as the mediator in governing the value of information sharing to each party and explore the effects of ecological awareness, green subsidy, and competition intensity.
- Explain the trend that platform tends to provide multiple versions of information sharing toolkits, and sellers are self-incentivized to choose their fits.

The Interplay between Contract Observability and Demand Information Sharing

Main Author

- Explore the demand information sharing strategy of two competing retailers heterogeneous in channel efficiency with the upstream manufacturer in the context of contract (un)observability.

- Utilize passive belief to pin down equilibrium and compare preference orders over information sharing and (un)observable contracts of each member to boil down the value of two types of information.
- Uncover the mechanism of novelty results in equilibrium that both retailers may voluntarily share information and the manufacturer chooses to secretly withhold the price charged to each retailer.

Dynamic Pricing with Quality Information Updates and Consumer Time Preferences

Third Author

- Develop a two-period model to explore the dynamic pricing strategy of the firm that sells experience products and the purchasing strategy of consumers who may strategically wait.
- Capture the endogenous time preference of consumers who choose to become strategic by exerting costly effort or to remain myopic with no cost, and examine the effect of such cost on each party.
- Incorporate two-sided quality uncertainty and online reviews to determine the value of information to the firm, consumer surplus, and social welfare by examining the effect of information accuracy.

HONOURS AND AWARDS

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|--|------------------------|
| • First Prize of Outstanding Graduate Scholarship | 2023 |
| • Outstanding Freshman Scholarship | 2022 |
| • Outstanding Graduate of Henan Province | 2022 |
| • National Scholarship (Undergraduate) | 2020 |
| • First Prize of Outstanding Undergraduate Scholarship | 2019, 2020, 2021, 2022 |

ACTIVITIES

- | | |
|---|------------|
| • Participant, CSAMSE Conference, Xiamen | 2024 |
| • Participant, Summer School, College of Management and Economics, Tianjin University | 2023 |
| • Participant, ISCOM Conference, Online | 2022 |
| • Participant, Academic Summer Camp of Supply Chain & Operations Management, Online | 2022 |
| • Teaching Assistant, Supply Chain & Operations Management | 2022 |
| • Student Secretary, Department of Management Science and Engineering | since 2022 |

SKILLS AND INTERESTS

- **Language:** Mandarin (native); English (IELTS: 6.5, CET-6: 568)
- **Research Methodology:** Game Theory; Theory of Industrial Organization; Microeconomics
- **Tools and Programming:** L^AT_EX; Mathematica; Python; MATLAB
- **Others:** Website Design (e.g., HTML, CSS, JavaScript, Vue, PHP, SQL)

REFERRER

Prof. Minghui Xu

Wuhan University

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Dr. Yu Wang

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