

YUFEI ZHU

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Education

National University of Singapore <i>Ph.D. in Operations Research and Analytics</i> • Advisors: Zhenyu Hu, Joel Goh	Singapore 2021–Present
Hong Kong University of Science and Technology <i>Research Exchange Program in ISOM</i> • Host: Ying-Ju Chen	Hong Kong 2025
National University of Singapore <i>B.Eng. in Industrial Systems Engineering and Management, Highest Distinction</i> • Minor in Financial Mathematics	Singapore 2017–2021
Australian National University <i>Exchange Program in Business and Economics</i>	Canberra, Australia 2020

Research Interests

Applications: Innovation Sourcing, Sequential Search, Feedback Design
Methodologies: Game Theory, Dynamic Programming, Dynamic Contracting

Working Papers

- “The Strategic Secretary Problem,” with Joel Goh.
- “Delegating Innovation: Sequential and Parallel Search under Competition,” with Zhi Chen and Zhenyu Hu.

Work-In-Progress

- “Sourcing Innovation: Sequential Search under Competition with Leaderboards,” with Zhi Chen and Zhenyu Hu.
- “Managing Human and AI in Innovation: A Dynamic Principal–Agent Framework,” with Ying-Ju Chen, Tian Feng, and Yangge Xiao.

Teaching Experience

Guest Instructor <i>DBA4811 Analytics for Consulting (BBA)</i> • Designed and delivered lectures on machine learning algorithms, primarily covering non-linear methods.	Fall 2025
Teaching Assistant <i>BMA5017 Managerial Operations and Analytics (MBA)</i> <i>DBA4711 Applied Analytics (Undergraduate)</i> <i>IE6001 Foundations of Optimization (Ph.D.)</i>	Fall 2023 Spring 2023 Fall 2022
Tutorial Instructor <i>IE2111 ISE Principles & Practice (Undergraduate Core)</i> • Conducted 11 tutorial sessions for undergraduate students on engineering economics and risk analysis.	Spring 2021

Conference Presentations

Delegating Innovation: Sequential and Parallel Search under Competition

<i>36th Annual POMS Conference, Reno, NV, USA</i>	<i>May 2026</i>
<i>The 16th POMS-HK International Conference, Shenzhen, China</i>	<i>Jan 2026</i>
<i>INFORMS Annual Meeting, Atlanta, GA, USA</i>	<i>Oct 2025</i>
<i>INFORMS International Meeting, Singapore</i>	<i>Jul 2025</i>
<i>The 15th POMS-HK International Conference, Hong Kong, China</i>	<i>Jan 2025</i>
<i>INFORMS Annual Meeting, Seattle, WA, USA</i>	<i>Oct 2024</i>
<i>MSOM Conference, Minneapolis, MN, USA</i>	<i>Jul 2024</i>
<i>POMS Annual Conference, Minneapolis, MN, USA</i>	<i>Apr 2024</i>
<i>Analytics and Operations Young Scholar Workshop, Singapore</i>	<i>Mar 2024</i>
<i>INFORMS Annual Meeting, Phoenix, AZ, USA</i>	<i>Oct 2023</i>

The Strategic Secretary Problem

<i>36th Annual POMS Conference, Reno, NV, USA</i>	<i>May 2026</i>
<i>The 16th POMS-HK International Conference, Shenzhen, China</i>	<i>Jan 2026</i>
<i>INFORMS International Meeting, Singapore</i>	<i>Jul 2025</i>
<i>The 15th POMS-HK International Conference, Hong Kong, China</i>	<i>Jan 2025</i>
<i>INFORMS Annual Meeting, Seattle, WA, USA</i>	<i>Oct 2024</i>

Honors and Awards

Singapore Ministry of Education ACRF Tier 3 Premium Graduate Research Scholarship	<i>2021–2025</i>
Dean's List (Top 5% of the Cohort)	<i>2019</i>
Singapore Ministry of Education Undergraduate Scholarship	<i>2017–2021</i>

Professional Services

Session Chair, The 15th POMS-HK International Conference	<i>Jan 2025</i>
Organizing Committee, Analytics for X Conference	<i>2022</i>

Skills

Programming: Matlab, Python, R, C, HTML
Languages: English (Fluent), Mandarin (Native)