

Title: Faster Deliveries and Smarter Order Assignments for an On-Demand Meal Delivery Platform*

Speaker: Christopher Tang, Distinguished Professor of UCLA, Edward Carter Chaired Professor in Business Administration

Abstract: This paper investigates the impact of delivery performance on future customer orders for an on-demand meal delivery service platform. We also identify factors (e.g., delivery driver's local area knowledge and experience) that can affect delivery performance. Using our results, we illustrate how one can develop an order assignment policy that can help a platform to increase future customer orders.

*joint work with Wenzheng Mao, Liu Ming, Ying Rong and Huan Zheng

Speaker Bio

Christopher Tang is a University Distinguished Professor and the holder of the Edward W. Carter Chair in Business Administration at the UCLA Anderson School of Management. Known as a world renowned thought leader in global supply chain management, Chris consulted with numerous global companies including Amazon, HP (California, Singapore, South Korea), IBM (New York, San Jose), Nestlé (USA), GKN (UK), Accenture, etc.; taught courses at Stanford University, UC Berkeley, Hong Kong University of Science and Technology, National University of Singapore, MIT (Zaragoza), and London Business School.

Chris has published 6 books, 30 book chapters, over 100 online blogs, and over 160 research articles in various leading academic journals, and written articles for Wall Street Journal, Financial Times, Barron's, Fortune, Los Angeles Times, etc. He was elected as lifetime fellow by the Institute of Operations and Management Sciences (INFORMS), the Production and Operations Management Society (POMS), and the Manufacturing and Service Operations Management Society (MSOM). He received his B.Sc. (First class honours in Mathematics) from King's College, London, M.A (in Statistics), M.Phil (in Administrative Science), and PhD (in Management Science) from Yale University.