

XINYU LIANG

+1(734) 478-7058 ◊ xinyu.liang@insead.edu ◊  <https://www.xinyu-liang.com>

ACADEMIC POSITIONS

INSEAD

- Assistant Professor in Technology & Operations Management 2024 – Present

EDUCATION

University of Michigan, Ross School of Business

- Ph.D. in Technology and Operations 2024
- Advisors: Ravi Anupindi, Jun Li

Nanjing University

- B.E. in Financial Engineering 2018

RESEARCH PAPERS

Working Papers

Liang, X., Li, J., Anupindi, R. (2024). Brand-name versus Generic Drugs: An Empirical Study on Health Outcomes of Generic Atorvastatin Usage.

– In preparation of resubmission, *Manufacturing and Service Operations Management*

Liang, X., Zhu, Z., Faraj, K., Shahinian, VB., Hollenbeck, BK., Herrel, LA. (2024). The Impact of Oncology Care Model on Healthcare Costs: An Analysis of Dual and Non-dual Eligible Beneficiaries.

– Submitted, *Journal of Clinical Oncology*

Liang, X., Li, J., Anupindi, R., Noh, IJ. (2024). Generic Drug Quality and Global Supply Chain.

Isaac, B., **Liang, X.**, Li, J., Anupindi, R. (2024). The Effect of Opioid Shortages on Patient Health Outcomes.

– Presented at the 2024 American Society of Health Economists Conference

Publications

Liang, X., Wang, Y. (Iris), Li, J. (2024). Examining Behavioral Biases in Discretionary Pricing: Evidence from Field and Lab Experiments. *Production and Operations Management*, 33(6), 1335-1353, 2024

Liang, X., Zhu, Z., Faraj, K., Shahinian, VB., Hollenbeck, BK., Herrel, LA. (2024). Quality of Care for Dual Eligible Beneficiaries in the Oncology Care Model. *Cancer Medicine*, 13(14):e70009

AWARDS AND GRANTS

Finalist, the Michigan Health Equity Challenge, UM & MolinaCares	2024
The Institute for Healthcare Policy and Innovation Summer Student Fellowship, UM	2023
Co-PI of Research Seed Funds (150,000 HKD), HKU	2023-2025
Ross Research Grant (\$4,000), UM	2023
Charles H. Gessner Fellowship, UM	2018-2023
Ross China Research Award (\$5,000), UM	2019
Champion, JDD-2017 Global Data Challenge (Top 0.02% national wide, \$45,000)	2017
Outstanding Winner, Citi Financial Innovation Application Competition (Top 5% national wide)	2016
Meritorious Winner, American Interdisciplinary Contest in Modeling (Top 8% worldwide)	2016

PROFESSIONAL EXPERIENCE

McKinsey & Company

Summer Associate

Detroit, MI

Jun 2022 - Aug 2022

DiDi

Research Intern, Research Center of Innovation and Operations

Beijing, China

Jun 2018 - Aug 2018

Baidu

Data Mining Intern

Beijing, China

Nov 2017 - Jan 2018

PRESENTATIONS

Invited Seminars

Marshall School of Business, University of Southern California, 2024

College of Engineering, University of California Santa Barbara, 2024

Nanyang Business School, Nanyang Technological University, 2024

CUHK Business School, Chinese University of Hong Kong, 2023

INSEAD, 2023

Fisher College of Business, Ohio State University, 2023

Kelley School of Business, Indiana University, 2023

Jones Graduate School of Business, Rice University, 2023

Stern School of Business, New York University, 2023

NUS Business School, National University of Singapore, 2023

The Institute for Healthcare Policy and Innovation, University of Michigan, 2023

Invited Conference Presentations

Industry Studies Association, 2024

The American Society of Health Economists, 2024

INFORMS Annual Meeting, 2020-2023

INFORMS Healthcare Conference, 2023

M&SOM Society Annual Meeting, 2021, 2023, 2024

POMS Annual Conference, 2019, 2023, 2024

POMS-HK International Conference, 2023

SERVICE, SKILLS AND OTHERS

• Professional Service:

– Reviewer: *Operations Research, Manufacturing & Service Operations Management, Production and Operations Management*

– Session Chair: INFORMS Annual Meeting 2023, 2024; INFORMS Healthcare Conference 2023

• Programming Language: R/STATA/SAS, Python, SQL, Matlab, Java, HTML, C