

**Assoc Prof Li Zhi-Feng**

*Department of Information Technology and Operations Management, Nanyang Business School*

Professor Li is an Associate Professor at the Nanyang Business School. He had a PhD in Mathematics from the University of Regina in 1989 and a PhD in Management from the University of British Columbia (UBC) in 1994. He has been with NTU since 1994. He had held various visiting positions Shanghai Jiaotong University (2003), UBC (2005), Cornell (2006), CUHK (2008), CEIBS (2010), University of Science and Technology of China (2016), ANU (2018) among others.

His research has published in major international journals, including Accident Analysis & Prevention, European Journal of Operational Research, IEEE on Intelligent Transport System, International Journal of Transport Economics, Journal of Air Transport Management, Journal of Pricing and Revenue Management, Production & Operations Management, Operations Research, Operations Research Letters, Transportation Research B, Transportation Research E, Transportation Science, among others. He is an international expert on revenue management and congestion pricing.

He had been a Deputy Director of MSc (Managerial Economics) Program from 1998 to 2002 and the founding Director of Nanyang EMBA Program from 2003 to 2007. He served as a University Senate from 2016 to 2018. He is currently serving as a Deputy Director of Renaissance Engineering Programme (REP) at NTU, and concurrently serving as the Director of Advanced Leadership Program (ALP), jointly conducted by Business China (under Ministry of Trade and Industry) and NTU.

He had provided advisory services to many government agencies, among others. He has also served as a consultant/advisor to several MNCs, listed companies and startups. He currently involves in one startup in hydrogen energy sector.

He teaches entrepreneurship courses for MSc TIP, MSc Technology Management, and FlexiMasters in Technopreneurship & Innovation, and covers various entrepreneurship topics for executive education programs, such as Enterprise Leadership Transformation (ELT) Programme at NTU Entrepreneurship Academy (NTUpreneur).

**Areas of Expertise:**

Transportation Consulting (Economics and Congestion Pricing, Revenue Management and Operations Research)