

AUYON A. SIDDIQ

UCLA Anderson School of Management

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Last updated: March 2026

Up-to-date version [here](#).

APPOINTMENTS

UCLA Anderson School of Management

Associate Professor of Decisions, Operations & Technology Management 2025 – present

Assistant Professor of Decisions, Operations & Technology Management 2018 – 2025

EDUCATION

University of California, Berkeley

PhD, Operations Research (Minors in Statistics and Computer Science) 2013 – 2018

MS, Operations Research 2013 – 2014

University of Toronto

MASc, Industrial Engineering 2011 – 2013

Dalhousie University

BEng, Electrical Engineering 2006 – 2011

RESEARCH

Working papers:

“Empirical Market Design in Surplus Food Marketplaces.” with Y. Dong and J. Zhang. Major Revision, *Operations Research*.

Accepted or published:

Operations journals

“Platform Disintermediation: Information Effects and Pricing Remedies.” with S. Sekar. *Operations Research* (Forthcoming).

- Accepted to 25th ACM Conference on Economics and Computation (EC '24).
- Accepted to MSOM Technology, Innovation, and Entrepreneurship (TIE) SIG Day, 2024.

“Planning Bike Lanes with Data: Ridership, Congestion, and Path Selection.” with S. Liu and J. Zhang. *Management Science* (2025), Vol 71, No. 9: 7631–7654.

- Winner, INFORMS Public Sector Operations Research (PSOR) Best Paper Award, 2023.
- Winner, POMS College of Sustainable Operations Student Paper Competition, 2022 (Zhang).
- Second Place, INFORMS Service Science Best Student Paper Award, 2022 (Zhang).
- Second Place, Section on Location Analysis Best Student Paper Award, 2023 (Zhang).
- Finalist, MSOM Society Award for Responsible Research in Operations Management, 2025.
- Finalist, INFORMS Data Mining and Decision Analytics Best Paper Award (Applied Track), 2022.
- Accepted to MSOM Sustainable Operations SIG Day, 2022.

“Discovering Causal Models with Optimization: Confounders, Cycles, and Instrument Validity.” with F. Eberhardt and N. Kaynar. *Management Science* (2025), Vol. 74, No. 4: 3283–3302.

- Second Place, ADIA Lab Best Paper Award, 2024 (Prize: \$30,000).

“Estimating Effects of Incentive Contracts in Online Labor Platforms.” with N. Kaynar. *Management Science* (2023), Vol. 69, No. 4: 2106–2126.

“Ride-hailing Platforms: Competition and Autonomous Vehicles.” with T. Taylor. *Manufacturing & Service Operations Management* (2022), Vol. 24, No. 3: 1511–1528.

“Partnerships in Urban Mobility: Incentive Mechanisms for Improving Public Transit Adoption.” with C. S. Tang and J. Zhang. *Manufacturing & Service Operations Management* (2022), Vol. 24, No. 2: 956–971.

“Data-Driven Incentive Design in the Medicare Shared Savings Program.” with A. Aswani and Z-J.M. Shen. *Operations Research* (2019), Vol. 67, No. 4: 1002–1026.

- Second Place, INFORMS Health Application Society Pierskalla Best Paper Award, 2016.

“Inverse Optimization with Noisy Data.” with A. Aswani and Z-J.M. Shen. *Operations Research* (2018), Vol. 66, No. 3: 870–892.

- Berkeley IEOR Katta G. Murty Prize, 2016.

“Robust Defibrillator Deployment Under Cardiac Arrest Location Uncertainty via Row-and-Column Generation.” with T. C. Y. Chan and Z-J.M. Shen. *Operations Research* (2018), Vol. 66, No. 2: 358–379.

- Winner, Canadian Operational Research Society Student Paper Competition, 2014.
- Second Place, INFORMS Health Applications Society Student Paper Competition, 2017.

Practitioner and medical journals

“Fairness in Crowdwork: Making the Human AI Supply Chain More Humane.” with M. Gonzalez Cabello, C. Corbett, and C. Hu. *Business Horizons* (2025), Vol. 68, No. 5: 645–657.

“Shield-Net: Matching Supply with Demand for Face Shields During the COVID-19 Pandemic.” with R. Alcock and J. Boutilier. *INFORMS Journal on Applied Analytics* (2022), Vol. 52, No. 6: 471–582.

- Finalist, Doing Good with Good OR Student Paper Competition, 2021 (Alcock).

“Modeling the Impact of Public Access Defibrillator Range on Cardiac Arrest Coverage.” with S. C. Brooks and T. C. Y. Chan. *Resuscitation* (2013), Vol. 84, No. 7: 904–909.

TEACHING

Data and Decisions (MGMTFT 402). Fall 2018 –
Full-Time MBA (core), UCLA Anderson.

Optimization (MGMTMSA 403). Fall 2019 –
Master of Science in Business Analytics (core), UCLA Anderson.

DOCTORAL ADVISING

Niuniu Zhang exp. 2029
Alexandra Yizhuo Dong exp. 2028
Martin Gonzalez Cabello (Dissertation Co-Chair with C. Corbett) exp. 2027
Jingwei Zhang (Dissertation Co-Chair with C.S. Tang) 2023
• Placement: Assistant Professor, SC Johnson College of Business, Cornell University
Nur Kaynar (Dissertation Chair) 2022
• Placement: Assistant Professor, SC Johnson College of Business, Cornell University

Committee membership: Mirel Yavuz (Anderson, 2024), Xinyi Guan (Anderson, 2024), Akina Ikudo (Economics, 2021)

AWARDS

Management Science Meritorious Service Award 2023
Dean’s Prize for Outstanding Faculty Mentorship of Ph.D. Students 2023
Eric and E Juline Faculty Excellence in Research Award 2022
M&SOM Meritorious Service Award 2020, 2022 – 2024
Poets&Quants Best 40-Under-40 Business School Professors 2020
Berkeley Haas EMBA Outstanding Graduate Student Instructor Award 2016, 2018
NSERC Postgraduate Scholarship – Doctoral 2014 – 2017
UC Berkeley Teaching Effectiveness Award 2015
Berkeley IEOR Outstanding Graduate Student Instructor Award 2015
NSERC Postgraduate Scholarship – Masters 2012
NSERC Undergraduate Student Research Award 2007, 2008, 2010
Canadian National Millennium Scholarship 2006 – 2010
Dalhousie University Chancellor’s Scholarship 2006 – 2009

GRANTS

UCLA Anderson Morrison Center Grant	2024 – 2025
UCLA Senate COR Faculty Grant	2024 – 2025
UCLA Society of Hellman Fellows Award	2022 – 2023
UCLA Easton Center Faculty Research Award	2022 – 2023
Co-Principal Investigator, National Science Foundation (RAPID), \$100,000	2020 – 2021

TALKS

Invited seminars:

Sloan School of Management, MIT	2025
Stanford Graduate School of Business	2025
Kenan-Flagler Business School, UNC-Chapel Hill	2025
Stern School of Business, New York University	2025
Columbia Business School	2025
Yale School of Management	2025
Wisconsin School of Business	2025
Ross School of Business, University of Michigan	2024
Haas School of Business, University of California, Berkeley	2023
Johnson College of Business, Cornell University	2023
Fuqua School of Business, Duke University	2023
Wharton School, University of Pennsylvania	2023
Rotman School of Management, University of Toronto	2023
Haas School of Business, University of California, Berkeley	2022
Rotman OM Young Scholar Seminar Series, University of Toronto	2022
Logistics Research Seminar, Amazon	2022
Tuck School of Business, Dartmouth College	2021
Data Science Lab, MIT	2020
Department of Mechanical and Industrial Engineering, University of Toronto	2019

Conferences and workshops:

Anderson Research Seminar	2024
INFORMS Annual Meeting	2024
MSOM Technology, Innovation, and Entrepreneurship SIG Day	2024
INFORMS Revenue Management and Pricing Conference	2023
SoCal OR/OM Day, Marshall School of Business, University of Southern California	2023
INFORMS Annual Meeting	2023
INFORMS Annual Meeting	2019
SoCal OR/OM Day, Merage School of Business, University of California, Irvine	2019
INFORMS International	2016

SERVICE

Associate Editor, <i>Manufacturing & Service Operations Management</i>	2026 –
Associate Editor, <i>INFORMS Journal on Data Science</i>	2025 –
Reviewer, <i>INFORMS Journal on Optimization, Management Science, Manufacturing & Service Operations Management, Mathematical Programming, Naval Research Logistics, Operations Research, Production and Operations Management</i>	2016 –
Anderson DOTM Seminar Series Committee	2019 – 2024
Anderson DOTM Ph.D. Admissions Committee	2018 – 2024
Anderson DOTM Faculty Search Committee	2021, 2023, 2024
Co-Chair, INFORMS Public Sector Operations Research (PSOR) Best Paper Award	2024
Co-Chair, Optimization and Analytics Cluster, CORS / INFORMS International	2022
Co-Chair, Healthcare Analytics Track, POMS Annual Conference	2019
Chair, George B. Dantzig Dissertation Award	2025
Committee Member, George B. Dantzig Dissertation Award	2024
Judge, MSOM Student Paper Competition	2020, 2021 – 2024
Judge, POMS Best Healthcare Paper Competition	2023, 2024
Judge, INFORMS Health Application Society Pierskalla Best Paper Award	2020, 2022 – 2024
Judge, INFORMS Public Sector Operations Research (PSOR) Best Paper Award	2019 – 2022
Judge, INFORMS Health Application Society Student Paper Award	2019, 2021

INDUSTRY

ExxonMobil, Calgary, Canada	2009 – 2011
Four internships across research and engineering divisions.	