Innovative Public Policies to Improve Social Welfare – from an OM/OR Perspective

by

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Time: 3:00 pm - 4:15 pm
Venue: Room 1003, LSK Business Building

Abstract:
1. Improving Consumer Welfare and Manufacturer Profit via Government Subsidy Programs: Subsidizing Consumers or Manufacturers?

Most consumers in rural areas of many developing countries cannot afford to purchase certain livelihood improvement products such as home appliances. To improve consumer welfare and manufacturer profit, many governments launch different types of subsidy programs that offer subsidies to consumers, manufacturers, or both. Motivated by a subsidy program developed by the Chinese government in 2007, we present a parsimonious model to determine the optimal subsidy program in different settings.

2. A Balancing Act of Regulating On-demand Ride Services

Regulating on-demand ride-hailing services (e.g., Uber and DiDi) requires a balance of multiple competing objectives: encouraging innovative business models (e.g., DiDi), sustaining traditional industries (e.g., taxi), creating new jobs, and reducing traffic congestion. This study is motivated by a regulatory policy implemented by the Chinese government in 2017 and a similar policy approved by the New York City Council in 2018 that regulate the “maximum” number of registered Uber/DiDi drivers. We examine the impact of these policies on the welfare of different stakeholders.

Bio: Dr. Jiayi Joey Yu is now a postdoctoral researcher at Department of IEOR, University of California, Berkeley. Her research interests have been focusing on practical problems arising from public policy issues, socially responsible operations and innovative business models. Dr. Yu received both Ph.D. and Bachelor degree from Department of Industrial Engineering, Tsinghua University and was a visiting Ph.D. student of UCLA Anderson School of Management. So far, she has published papers in journals like Management Science, Manufacturing & Service Operations Management, Decision Sciences, etc.