

Yan Liu

CONTACT INFORMATION

Faculty of Business
The Hong Kong Polytechnic University
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ACADEMIC POSITIONS

Department of Logistics and Maritime Studies, Hong Kong Polytechnic University, Hong Kong.

- Assistant Professor, 2019 - Present

College of Management and Economics, Tianjin University, China.

- Assistant Professor, 2016 - 2019

School of Information Management and Engineering, Shanghai University of Finance and Economics.

- Visiting Scholar, 2015 - 2016

EDUCATION

Ph.D., Industrial Engineering, 2015

Department of Industrial and Systems Engineering, University of Minnesota, Twin Cities.
Advisors: William L. Cooper and Zizhuo Wang.

M.S., Management Science and Engineering, 2010

Guanghua School of Management, Peking University.

B.S., Management Information System, 2007

Department of Information Management and Information Systems, Beijing Information Science & Technology University.

RESEARCH INTERESTS

- Revenue Management and Pricing
- Operations Management and Marketing Interface
- Social Operations Management

PUBLICATIONS

- Yan Liu, Yacheng Sun, and Dan Zhang. An Analysis of “Buy X, Get One Free” Reward Programs. Forthcoming in *Operations Research*, 2021.
- Yan Liu, William L. Cooper, and Zizhuo Wang. Information Provision and Pricing in the Presence of Consumer Search Costs. *Production and Operations Management*, 28(7), 1603-1620, 2019.
- Ming Hu, Yan Liu, and Wenbin Wang. Socially Beneficial Rationality: the Value of Strategic Farmers, Social Entrepreneurs and For-Profit Firms in Crop Planting Decisions. *Management Science*, 65(8), 3654-3672, 2019.
 - 2017 CSAMSE Best Paper Award, Honorable Mention
 - 2017 MSOM Sustainable OM SIG Conference
- Yan Liu and William L. Cooper. Optimal Dynamic Pricing with Patient Customers. *Operations Research*, 63(6), 1307-1319, 2015.

PAPERS UNDER REVIEW

- Ming Hu and Yan Liu. Precommitments in Two-sided Market Competition.
- Yan Liu, Wenbin Wang, and Dan Zhang. A Model of Credit Refund Policies.
- Jianghua Wu, Dan Zhang, and Yan Liu. Sales and Price Guarantees under Markovian Pricing.

FUNDING

- A Model of Credit Refund Policy, HKRGC-GRF, PI, \$417,139, 2021-2022.
- Information Provision and Revenue Management in the Presence of Consumer Search Costs, NSFC, PI, \$180,000, 2018-2020.

TEACHING EXPERIENCE

Department of Logistics and Maritime Studies, Faculty of Business, Hong Kong Polytechnic University

- Instructor, Information Systems for Supply Chain Management, MSc Elective, Spring 2021
- Instructor, Applications of Decision-Making Models, MBA Elective, Spring 2021

College of Management and Economics, Tianjin University

- Instructor, Simulation, Undergraduate Course, Fall 2019
- Instructor, Statistics, Undergraduate Course, Spring 2019
- Instructor, Data, Models, and Decisions, International MBA Program Course, Fall 2018
- Guest Lecturer, Revenue Management and Pricing, Undergraduate Course, Fall 2018, Fall 2019

Department of Industrial and Systems Engineering, University of Minnesota

- Teaching Assistant, Statistics, Quality, and Reliability (IE 4521), Undergraduate Course, 10 times
- Teaching Assistant, Engineering Economics (IE 2021), Undergraduate Course, 2 times
- Teaching Assistant, Simulation (IE 5553), Graduate Course, Spring 2012

INVITED PRESENTATIONS

Precommitments in Two-Sided Market Competition

- CSAMSE Annual Conference (2019)

An Analysis of “Buy X , Get One Free” Reward Programs

- Zhejiang University; The 10th POMS-HK International Conference; Tsinghua-POMS International Workshop; INFORMS Annual Meeting (2017); New York University Shanghai; Shanghai University of Finance and Economics; Peking University; Tianjin-Plymouth International Workshop

Information Provision and Pricing in the Presence of Consumer Search Costs

- CSAMSE Annual Conference (2018); INFORMS Annual Meeting (2015)

Socially Beneficial Rationality: the Value of Strategic Farmers, Social Entrepreneurs and For-Profit Firms in Crop Planting Decisions.

- CSAMSE Annual Conference (2017); Tianjin University

Optimal Dynamic Pricing with Patient Customers

- IIE Annual Conference (2015), INFORMS Annual Meeting (2013); Peking University; Sun Yat-Sen University; University of Science and Technology of China; Xi'an Jiaotong University; Shanghai Jiaotong University; Tongji University; Shanghai University of Finance and Economics; Tianjin University; Harbin Institute of Technology; Hong Kong Polytechnic University

ACADEMIC AWARDS

- CSAMSE Best Paper Award, Honorable Mention, 2017.
- Graduate Student Fellowship, University of Minnesota, Spring 2011.
- Academic Excellence Award, Peking University, 2008.
- Second Class Scholarship, Peking University, 2008.

PROFESSIONAL SERVICE

- Ad-hoc Reviewer: *Management Science, Operations Research, Manufacturing & Service Operations Management, Production and Operations Management, Decision Sciences, International Journal of Production Economics*
- Organizing Committee Member, POMS-China International Conference, Tianjin, June 2019
- Member of INFORMS, MSOM, POMS

REFERENCES

Available upon request.