

广东外语外贸大学

“数字化时代运营管理研究”
创新团队

工作简报

2022 年第 3 期（总第 6 期）

“数字化时代运营管理研究”创新团队编 2022 年 5 月 25 日

本期要闻

- 创新团队特邀张颖昊专家进行学术交流
- 创新团队特邀时洪燕专家进行学术交流

【专家简介】

张颖昊博士：美国明尼苏达大学供应链与运作管理学博士。现任美国辛辛那提大学林德纳商学院助理教授。主要从事于行为运作与行为供应链管理方面的研究。曾在运作管理领域国际顶级期刊《Management Science》、《Manufacturing & Service Operations Management》、《Production and Operations Management》上发表高水平论文多篇。现任《Decision Sciences》期刊副编辑（Associate Editor），《Production and Operations Management》和《Service Science》期刊客座副编辑（Guest Associate Editor）。



广东外语外贸大学
数字化时代运营管理研究创新团队
学术交流论坛
(暨商学学术论坛第41期)

报告题目： Incorporating Loss Aversion in Supply Chain Contract Design

报告时间： 2022年5月19日晚上 (20:00-21:30)

主讲人： 张颖昊 助理教授(辛辛那提大学)

主持人： 韩小花 教授

腾讯会议号： 997-653-078

专家简介：

张颖昊博士：美国明尼苏达大学供应链与运作管理学博士。现任美国辛辛那提大学林德纳商学院助理教授。主要从事行为运作与行为供应链管理方面的研究。曾在运作管理领域国际顶级期刊《Management Science》、《Manufacturing & Service Operations Management》、《Production and Operations Management》上发表高水平论文多篇。现任《Decision Sciences》期刊副编辑（Associate Editor），《Production and Operations Management》和《Service Science》期刊客座副编辑（Guest Associate Editor）。

欢迎参加!

【讲座简介】

2022 年 5 月 19 日，举行的线上讲座，题目为：从 Incorporating Loss Aversion in Supply Chain Contract Design。张颖昊老师首先分享题为《Contract Preferences and Performance for the Loss Averse Supplier: Buyback versus Revenue Sharing》的研究，紧接着，张颖昊老师分享现阶段的研究《Full Quantity or Full Credit? Choosing the Right Buyback Policy for an Irrational Newsvendor》，张颖昊老师的研究主要从行为学视角出发，重点聚焦于供应链商家应如何选择契约形式以及契约的具体参数应如何设置等问题。讲座结束后，张颖昊老师与参与讲座的师生们对进行了更加细致、热烈的讨论，并与老师同学们讨论零售商引入自有品牌后的供应链契约设计问题。

【专家介绍】

SHI Hongyan obtained her Ph.D. in Business Administration (specialized in Marketing) at University of Illinois at Urbana-Champaign in 2011. She is currently a Professor of Marketing at University of Stavanger Business School, Norway. She mainly formulates game theoretic models and optimization models to investigate firms' optimal decisions on such as price, product (product quality, product line, etc.), and advertising, and provide implications for managers as well as policymakers. Her program of research consists of three main paradigms: innovation strategies, promotion/advertising strategies, and pricing strategies. She has published her research in internationally leading journals such as Management Science, Journal of Marketing Research, Production and Operations Management, and European Journal of Operational Research.



广东外语外贸大学
数字化时代运营管理研究创新团队
学术交流论坛
(暨商学学术论坛第42期)

报告题目: Information Sharing and Product Co-creation on a Crowdsourcing Platform
报告时间: 2022年5月24日晚上 (19:00-20:30)
主讲人: SHI Hongyan Professor (University of Stavanger Business School, Norway)
主持人: 韩小花 教授
腾讯会议号: 397-380-021

专家介绍:
SHI Hongyan obtained her Ph.D. in Business Administration (specialized in Marketing) at University of Illinois at Urbana-Champaign in 2011. She is currently a Professor of Marketing at University of Stavanger Business School, Norway. She mainly formulates game theoretic models and optimization models to investigate firms' optimal decisions on such as price, product (product quality, product line, etc.), and advertising, and provide implications for managers as well as policymakers. Her program of research consists of three main paradigms: innovation strategies, promotion/advertising strategies, and pricing strategies. She has published her research in internationally leading journals such as Management Science, Journal of Marketing Research, Production and Operations Management, and European Journal of Operational Research.

欢迎参加!

【讲座简介】

2022 年 5 月 24 日，举行的线上讲座，题目为：Information Sharing and Product Co-creation on a Crowdsourcing Platform。时洪燕老师与参与讲座的师生们对进行了更加细致、热烈的讨论，并回答了老师同学们提出的若干问题。