

Yufei Huang

Trinity Business School
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Education

- **University College London, UK**
Ph.D. in Management, UCL School of Management 06/2016
- **Xi'an Jiaotong University, China**
M.S. in Physics, School of Science 07/2010
B.B.A. in Marketing, School of Management 07/2005

Academic Appointments

- **Trinity Business School, Trinity College Dublin, Ireland** 09/2018 ~
Associate Professor in Operations Management
Program Director for MSc. in Operations and Supply Chain Management
- **School of Management, University of Bath, UK** 01/2016 ~ 08/2018
Assistant Professor in Operations Management

Research Interests

- New Product Development and Launch
- Healthcare Operations Management
- Supply Chain Management
- Game Theory and Quantitative Marketing

Research Papers

- Chen, B., Huang, J., Huang, Y., Kollias, S., Yue, S. 2019. Combining guaranteed and spot markets in display advertising: Selling guaranteed page views with stochastic demand. *European Journal of Operational Research*, forthcoming.
- Avgerinos, E., Fragkos, I., Huang, Y. 2019. Team familiarity in cardiac surgery operations: The effects of hierarchy and failure on team productivity. *Human Relations*, forthcoming.
- Huang, Y., Gokpinar, B., Tang, C.S., Yoo, O.S. 2018. Selling Innovative Products in the Presence of Externalities. *Production and Operations Management*, 27(7), 1236-1250.
 - Selected media coverage:
 - <http://www.information-age.com/advertised-consumers-are-anxious-about-new-technology-123472208/>
 - <https://thystack.com/cloud/2018/06/06/advertising-can-harm-tech-firms-profits/>
 - <http://www.retailtimes.co.uk/new-technology-should-not-be-advertised-says-ucl-school-of-management/>
 - <http://www.growthbusiness.co.uk/its-the-end-of-advertising-as-we-know-it-2554352/>
 - <http://www.anderson.ucla.edu/faculty-and-research/anderson-review/innovative-products>
- Feng, T., Huang, Y., Avgerinos, E. 2018. When marketing and manufacturing departments integrate: The influences of market newness and competitive intensity. *Industrial Marketing Management*, 75(2018), 218-231.
- Huang, Y., Yoo, O.S., Gokpinar, B. Time allocation in entrepreneurial selling: Impact of learning externality and incumbent reaction. 2018. *IEEE Transactions on Engineering Management*, 65(4), 590-603.
- Wang, N., Ma, Y., He, Z., Che, A., Huang, Y., Xu, J. The impact of consumer price forecasting behavior on the bullwhip effect. 2014. *International Journal of Production Research*, 52(22), 6642-6663.
- Ma, Y., Wang, N., Che, A., Huang, Y., Xu, J. The bullwhip effect under different information-sharing settings: A perspective on price-sensitive demand that incorporates price dynamics. 2013. *International Journal of Production Research*, 50(10), 3085-3116.
- Ma, Y., Wang, N., Che, A., Huang, Y., Xu, J. The bullwhip effect on product orders and inventory: A perspective of demand

forecasting techniques. 2013. *International Journal of Production Research*, 51(1), 281-302.

- Huang, Y., Chu, F., Chu, C., Wang, Y. Determining the number of new employees with learning, forgetting and variable wage with a Newsvendor model in pull systems. 2012. *Journal of Intelligent Manufacturing*, 23(1), 73-89.

Grants and Awards

- Research Excellence Award, Trinity Business School 2019
- Irish Research Council (IRC) Employment-Based PhD Scholarship, €96,000 (Supervisor of Promit Roy) 2019-2023
- Benefactions Fund, Faculty of Arts, Humanities and Social Sciences, Trinity College Dublin, PI: €3,000 2019-2020
- Visiting Professors Fund, Faculty of Arts, Humanities and Social Sciences, Trinity College Dublin, €700 2019
- International Research Funding Schemes, University of Bath, PI: £3,000 2017~2018
- Seed Corn Fund, School of Management, University of Bath, PI: £2,000 2017~2018
- Natural Science Foundation of China, No. 71602153, Co-I: ¥180,000 (≈£20,000) 2017~2019
- Soft Science Research Program of Shaanxi Province, China, No. 2016KRM016, Co-I: ¥50,000 (≈£5,600) 2016~2018
- Teaching and Learning Support Scholarship, Faculty of Engineering, University College London 2012
- PhD Studentship, University College London 2010~2015
- Li Xiuhuan Award for Excellence in Research, School of Management, Xi'an Jiaotong University 2009
- State-Sponsored Scholarship for Visiting Scholars from China Scholarship Council (CSC) 2007~2008
- First-Class Siyuan Scholarship for Postgraduate Student, Xi'an Jiaotong University 2006~ 2009
- Outstanding Graduate Award, Xi'an Jiaotong University 2005
- National Silver Medal of "Challenge Cup" Business Plan Contest in China 2004
- Second-Class Siyuan Scholarship for Undergraduate Student, Xi'an Jiaotong University 2001~2004

Teaching Experience

@Trinity College Dublin

- BU1550 Information Systems and Data Management 2019~
- BU7582 Research Methods 2019~

@University College London

- MSIN0017 Business Analytics 2015~
- MSIN0110 Big Data Analytics 2018~2019

@University of Bath

- MN50482 Supply Management 2016~2017
- MN50205 Project Management 2016~2018
- MN50166 Methods of Management Research 2017~2018
- MN50550 Business Analytics 2017
- MN50637 Global Supply Chain & Logistics Management 2017~2018
- MN30676 Management Science 2018

@ London School of Economics and Political Sciences

- MG401 Operations Management (seminar teacher) 2011~2016
- OR202.1 Operations Research (seminar teacher) 2013~2014

@ London Business School

- MBA/EMBA Project Management (workshop teacher) 2011~2016

Invited Talks and Conference Presentations

- 2019 Fuzhou University, POMS Annual Meeting, EURO Conference, CSAMSE Annual Meeting, 13th ICOSCM Meeting
- 2018 Trinity College Dublin, Xidian University
- 2017 INFORMS Annual Meeting, CSAMSE Annual Conference
- 2016 Northwestern Polytechnical University, Xi'an Jiaotong University, Sun Yat-sen University (Lingnan College), Beihang University, University of Southern Denmark, INFORMS Annual Meeting, POMS Annual Meeting

2015 Cass Business School (CityU London), Brunel University London, University of Bath, University of Southampton, POMS Annual Meeting, EURO Conference

2013 Trans-Atlantic Doctoral Conference, INFORMS Annual Meeting

Academic Services

- Faculty recruitment committee, Trinity Business School, Trinity College Dublin, 2019~
- Fellow of Higher Education Academy (FHEA)
- Research seminar coordinator: IDO group, School of Management, University of Bath, 2017-2018
- Conference committee member for *IESM 2019*
- Member of INFORMS, MSOM, POMS, EUROMA
- Ad hoc journal reviewer for *Production and Operations Management*, *Decision Sciences*, *IEEE Transactions on Engineering Management*, *IEEE Transactions on Intelligent Transportation Systems*, *International Journal of Production Research*, *International Journal of Manufacturing and Technology Management*, *Journal of Industrial and Management Optimization*, *International Journal of Technology Management*, *North American Journal of Economics and Finance*, *Electronic Commerce Research and Applications*
- Ad hoc conference reviewers for *IE45*, *IESM2019*
- Ad hoc grant referee for *Social Sciences and Humanities Research Council of Canada*
- Ad hoc book proposal reviewer for *Sage Publications*

(Last update: 07/2019)