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EDUCATION

- 2003 Ph.D. in Operations Management, Cornell University, Ithaca, NY.
2002 M.S. in Business Administration, Cornell University, Ithaca, NY.

EMPLOYMENT

- 2017.7 - Professor, Graduate School of Management, University of California at Davis,
Davis, CA
- 2011.7 - 2017.6 Associate Professor (with tenure), Graduate School of Management, University of
California at Davis, Davis, CA
- 2006.7 - 2011.6 Assistant Professor, Graduate School of Management, University of California at
Davis, Davis, CA
- 2003.7 - 2006.6 Assistant Professor, A. Gary Anderson Graduate School of Management,
University of California at Riverside, Riverside, CA

RESEARCH INTERESTS

Healthcare Management, Service Scheduling, Pricing, Distribution Channel

PUBLICATIONS

1. "Scheduling Doctor's Appointments: Optimal and Empirically-Based Heuristic Policies," with L. W. Robinson, *IIE Transactions* (2003) **35**, 295-307.
2. "Efficient Auction Mechanisms for Supply Chain Procurement," with R. Roundy, R. Q. Zhang, and G. Janakiraman, *Management Science* (2005) **51**, 467-482.
3. "Should Captive Sardines be Compensated? Serving Customers in a Confined Zone," with E. Gerstner and C. Yang. *Marketing Science* (2009) **28**, 599-608.
4. "A Comparison of Traditional and Open-Access Policies for Appointment Scheduling," with L. W. Robinson. *Manufacturing & Service Operations Management* (2010) **12**, 330-346.
5. "The Equivalence of Uniform and Shapley Value-Based Cost Allocation in a Specific Game," with Shuya Yin. *Operations Research Letters* (2010) **38**(6), 539-544.

6. “Group Buying of Competing Retailers,” with P. Roma. *Production and Operations Management* (2011) **20**(2), 181–197.
7. “Estimating the Implied Value of the Customer's Waiting Time,” with L. W. Robinson. *Manufacturing & Service Operations Management* (2011) **13**(1) 53-57.
8. “Quantity Discount Schedules with Multiple Breakpoints and Heterogeneous Customer Demands: All-unit or Incremental?” with L. W. Robinson. *IIE Transactions* (2012) **44** 199-214.
9. “Customer Bill of Rights under No-Fault Service Failure: Confinement and Compensation,” with E. Gerstner and C. Yang. *Marketing Science* (2012) **31** 157-171.
10. “The benefit of information asymmetry: When to sell to informed customers?” with H. K. Bhargava. *Decision Support Systems* (2012) **53**(2) 345-356.
11. “Sequencing and Scheduling Appointments with Potential Call-In Patients,” with L. Robinson. *Production and Operations Management* (2014) **23**(9) 1522–1538.
12. “Opaque Distribution Channels for Competing Service Providers: Posted Price vs. Name-Your-Own-Price Mechanisms,” with E. Gal-Or and P. Roma. *Operations Research* (2014) **62**(4) 733–750.
13. “Quality Provision with Heterogeneous Consumer Reservation Utilities,” with L. Chu and L. Qi. *Production and Operations Management* (2016) **25**(5) 883-901.
14. “Reward-based crowdfunding campaigns: informational value and access to venture capital,” with E. Gal-Or and P. Roma. Forthcoming, *Information System Research*.

SUBMITTED

1. “Fit-revelation Sampling and Advertising: Complementary or Substitute?” with S. Deng and L. Wu. Submitted to *Management Science*.

WORKING PAPERS

1. “Group Buying Mechanisms under Quantity Discounts,” with C. Li and R. Q. Zhang.

OTHER PUBLICATIONS

“The Conceptual Framework of Business Process Redesign,” with L. Huang, J. Hu, L. Li, *Computer Integrated Manufacturing System — CIMS*, No.4, Aug. 1997.

“Executive Information Systems,” with Y. Qian, L. Huang, *Computer Application Research (China)*, Sep. 1997.

“An Individual-Oriented Information System — Executive Support System,” with L. Huang, Y. Qian, *Management Information System China*, Feb. 1998.

“Novel Advances in Applications of the Newsvendor Model,” with T. C. E. Cheng, Tsan-Ming Choi, Yulan Wang. *Decision Science* (2016) **47**(1): 8-10.

CONFERENCE PRESENTATIONS

“Returns, Rebates and Restocking Fee,” *Inform's Annual Conference*, Houston, October 2017.

“Returns, Rebates and Restocking Fee,” *CSAMSE* Annual Conference, Guangzhou, July 2017.

“Reward-based crowdfunding campaigns: informational value and access to venture capital,” *MSOM* Annual Conference, UNC Chapel Hill, June 2017.

“Reward-based crowdfunding campaigns: informational value and access to venture capital,” *POMS* Annual Conference, Seattle, May 2017.

Keynote speaker, Innovations in Operations and Marketing under Internet Environment, Southwestern University of Finance and Economics, Chengdu, June 2016.

“The dual objective of reward-based crowdfunding campaigns,” 38th ISMS Marketing Science Conference, Shanghai, June 2016.

“Fit-revelation Sampling and Advertising: Complementary or Substitutable?” *Inform*s International Conference, Hawaii, June, 2016.

Keynote speaker, International Workshop on Healthcare Service and Hospital Operation Management under Internet Era, Shanghai, December 2015.

“Fit-revelation Sampling and Advertising: Complementary or Substitutable?” *Inform*s Annual Conference, Philadelphia, November 2015.

“The informative role of reward-based crowdfunding,” *Inform*s Annual Conference, Philadelphia, November 2015.

“Opaque Distribution Channels for Competing Service Providers: Posted Price vs. Name-Your-Own-Price Mechanisms,” Forum for Supply Chain and Service Innovation, Central South University, Changsha, August 2015.

“Fit-revelation Sampling and Advertising: Complementary or Substitutable?” 8th International Annual *CSAMSE* Conference, Shenyang, July 2015.

“Opaque Distribution Channels for Competing Service Providers: Posted Price vs. Name-Your-Own-Price Mechanisms,” E-commerce and supply chain management workshop, East China University of Science and Technology, Shanghai, July 2015.

“Opaque Distribution Channels for Competing Service Providers: Posted Price vs. Name-Your-Own-Price Mechanisms,” International Workshop on Supply Chain Management, Shanghai Maritime University, Shanghai, June 2015.

“Quality provision with heterogeneous consumer reservation utilities,” *Inform*s Annual Conference, San Francisco, November 2014.

“Opaque Distribution Channels for Competing Service Providers: Posted Price vs. Name-Your-Own-Price Mechanisms,” *Inform*s Annual Conference, San Francisco, November 2014.

“Quality provision with heterogeneous consumer reservation utilities,” 7th International Annual *CSAMSE* Conference, Hohhot, July 2014.

Discussant, International Conference of Management Science and Engineering Driven by Big Data, Nanjing, July 2014.

“Opaque Distribution Channels for Competing Service Providers: Posted Price vs. Name-Your-Own-Price Mechanisms,” *MSOM* Annual Conference, Seattle, June 2014.

“Opaque Distribution Channels for Competing Service Providers: Posted Price vs. Name-Your-Own-Price Mechanisms,” 6th International Annual *CSAMSE* Conference, Beijing, July 2013.

“Opaque Distribution Channels for Competing Service Providers: Posted Price vs. Name-Your-Own-Price Mechanisms,” *POMS* Conference, Denver, May 2013.

“Sequencing and Scheduling Appointments with Potential Call-In Patients,” *POMS* International Conference, Amsterdam, July 2012.

“Quantity Discount Schedules with Multiple Breakpoints and Heterogeneous Customer Demands: All-unit or Incremental?” 5th International Annual *CSAMSE* Conference, Suzhou, July 2012.

“Sequencing and Scheduling Appointments with Potential Call-In Patients,” *INFORMS* International Conference, Beijing, June 2012.

“Opaque Distribution Channels for Competing Service Providers: Posted Price vs. Name-Your-Own-Price Mechanisms,” *POMS* Conference, Chicago, April 2012.

“Opaque Distribution Channels for Competing Service Providers: Posted Price vs. Name-Your-Own-Price Mechanisms,” invited presentation at the 2012 *ISOM* Workshop on “Challenges and Opportunities in Managing IT Enabled Multichannel Operations,” University of Florida, Gainesville, February 10-11, 2012.

“Estimating the Implied Value of the Customer's Waiting Time,” *INFORMS* Conference, Charlotte, November 2011.

“Sequencing and Scheduling Appointments with Potential Call-In Patients,” 4th International Annual *OCSAMSE* Conference, Tianjin, July 2011.

“Opaque Distribution Channels for Competing Service Providers: Posted Price vs. Name-Your-Own-Price Mechanisms,” 4th International Annual *OCSAMSE* Conference, Tianjin, July 2011. (Best Paper Award, Second Prize)

“Sequencing and Scheduling Appointments with Potential Call-In Patients,” *Inform*s *Healthcare* 2011, Montreal.

“Sequencing and Scheduling Appointments with Potential Call-In Patients,” *POMS* Conference, Reno, May 2011.

“Opaque Distribution Channels for Competing Service Providers: Posted Price vs. Name-Your-Own-Price Mechanisms,” *POMS* Conference, Reno, May 2011.

“A Comparison of Traditional and Open-Access Policies for Appointment Scheduling,” *POMS* Conference, Reno, May 2011.

“A Comparison of Traditional and Open-Access Policies for Appointment Scheduling,” *INFORMS* Conference, Austin, November 2010.

“Group Buying of Competing Retailers,” *INFORMS* Conference, Austin, November 2010.

“Group Buying of Competing Retailers,” research seminar at Johnson Graduate School of Management, Cornell University, Ithaca, October 2010.

“Group Buying of Competing Retailers,” 3rd International Annual *OCSAMSE* Conference, Beijing, July 2010. (Best Paper Award, First Prize)

“Group Buying Mechanisms under Quantity Discounts,” *MSOM* Conference, Haifa, June 2010.

“A Comparison of Traditional and Open-Access Policies for Appointment Scheduling,” *POMS* Conference, Vancouver, May 2010.

“Group Buying of Competing Retailers,” *INFORMS* Conference, San Diego, October 2009.

“Group Buying Mechanisms under Quantity Discounts,” *INFORMS* Conference, San Diego, October 2009.

“Appointment Scheduling with Potential Call-In Patients,” *INFORMS* Conference, San Diego, October 2009.

“The Effects of Patient No-Shows on Appointment Scheduling Policies,” *MSOM* Conference, Boston, June 2009.

“Group Buying Mechanisms under Quantity Discounts,” Michael H. Rothkopf Memorial Conference, Smeal College of Business, Penn State University, June 2009.

“Group Buying Mechanisms under Quantity Discounts,” 3rd Workshop on Game Theory in Marketing, Montreal, May 2009.

“The Effects of Patient No-Shows on Appointment Scheduling Policies,” *INFORMS* Western Regional Conference, Phoenix, April 2009.

“Should Captive Sardines Be Compensated? Serving Customers in a Confined Zone,” *INFORMS* Marketing Science Conference, June 2008.

“Group Buying of Competing Retailers,” *MSOM* Conference, Maryland, June 2008.

“Group Buying of Competing Retailers,” *POMS* Conference, San Diego, May 2008.

“Group Buying Mechanisms for Business to Business Exchanges,” *INFORMS* Conference, Seattle, November 2007.

“Group Buying Mechanisms for Business to Business Exchanges,” *INFORMS International* Conference, Puerto Rico, July 2007.

“Group Buying Mechanisms for Business to Business Exchanges,” *MSOM* Conference, Beijing, June 2007.

“Group Buying Mechanisms for Business to Business Exchanges,” *POMS* Conference, Dallas, May 2007.

“Optimal Quantity Discount Schedules for Customers with Heterogeneous Demands,” *INFORMS* Conference, Hong Kong, July 2006.

“Auctioneer Payment in Multi-unit Vickrey Auctions,” *INFORMS* Conference, San Francisco, October 2005.

“Efficient Auction Mechanisms for Supply Chain Procurement,” *IIE* Conference, Houston, May 2004.

“Efficient Auction Mechanisms for Supply Chain Procurement,” *INFORMS* Conference, Atlanta, October 2003.

“Optimal Quantity Discount Schedules with Heterogeneous Customers,” *INFORMS* Conference, San Jose, November 2002.

“Efficient Auction Mechanisms for Supply Chain Procurement,” *MSOM* Conference, Ithaca, June 2002.

“Efficient Auction Mechanisms for Supply Chain Procurement,” *INFORMS* Conference, Miami, November 2001.

INVITED INSTITUTION SEMINARS

Hong Kong University of Science and Technology (8/17); Hong Kong Polytechnic University (8/17); East China University of Science and Technology (8/17); National Taiwan University (3/17); National Chiao Tung University (3/17); National Cheng Kung University (3/17); Southwest University of Finance and Economics (6/16); Southwest Jiao Tong University (6/16); Peking University (12/15); Shanghai Maritime University (12/15); East China University of Science and Technology (12/15); University of Science and Technology of China (11/15); Southeast University (11/15); Shanghai JiaoTong University (10/15); Shanghai Maritime University (6/15); National University of Singapore (4/15) Nanjing University of Technology (4/2015); Nanjing University of Finance and Economics (4/2015); Huazhong University of Science and Technology (1/2015); Shanghai University of Finance and Economics (12/14); East China University of Science and Technology (12/14); Santa Clara University (10/14); Northeastern University of China (01/13); University of Palermo (07/12); Shanghai University of Finance and Economics (08/11); Shanghai JiaoTong University (02/11); Cornell University (10/10); UC Berkeley (09/07); UC Irvine (11/06); New York University (03/03); Northwestern University (02/03); Purdue University (01/03); UC Riverside (02/03); University of Colorado at Boulder (02/03); Penn State University (02/03); University of Miami (01/03)

TEACHING

Graduate School of Management, UC Davis, Davis, CA

Operations Management, Introduction to Management Science, Supply Chain Management

Anderson Graduate School of Management, UC Riverside, Riverside, CA

Production and Operations Management, Introduction to Management Science, Statistics for Business and Economics

Johnson Graduate School of Management, Cornell University, Ithaca, NY

Operations Management, Remedial Statistics Workshop

PROFESSIONAL SERVICES

Senior Editor *Production and Operations Management*, 2012 - now

Senior Editor Focused Issue on *Decision Sciences Journal*: Novel Advances in Applications of the Newsvendor Model

Associate Editor *Decision Science Journal*, 2010 – now

Associate Editor *IIE Transactions*, 2010 – 2014, 2017 –

Scientific Committee Member, First International Conference on Business, X- Events and Analytics, November 16-18, 2017, Vienna, Austria

Editorial Reviewer Board *Production and Operations Management*, 2009 – 2012

Editorial Reviewer Board *Decision Science Journal*, 2007- 2010

Consulting Editor Special issue on field research in operations and supply chain management, *Journal of Operations Management*, 2009

Co-chair, Supply chain analytics track, POMS annual conference 2018 Houston

Co-chair, MSOM track, INFORMS International Conference 2016 Hawaii

Co-chair, Contributed Sessions, INFORMS Annual Meeting 2014 San Francisco

Organizing Committee, INFORMS Annual Meeting 2014 San Francisco

Organizing Committee International Annual Conference of Chinese Scholars in Management Science and Engineering, 2012, 2013, 2014, 2015, 2016

Academic Committee International Annual Conference of Chinese Scholars in Management Science and Engineering 2015, 2016

Co-Chair, Young Scholars Colloquium, International Annual Conference of Chinese Scholars in Management Science and Engineering, 2012, 2013, 2014, 2015, 2016, 2017

Best Paper Award Committee, International Annual Conference of Chinese Scholars in Management Science and Engineering, 2013, 2014, 2015, 2016

Reviewer Board POMS College of Supply Chain Management Best Paper Competition, 2011, 2012, 2014, 2015, 2016, 2017, 2018

Reviewer Board POMS College of Healthcare Best Paper Competition, 2014, 2015

Committee POMS 2012 Wickham Skinner Teaching Achievements Award

Scientific Committee Member, 5th World Conference on P&OM, Havana, Cuba, September 2016

Local Committee Mixed Integer Programming Workshop 2012, Davis, CA

Programs and Publications Officer: Informs eBusiness Section, 2011-2012

Evaluation Committee 2010 DSI Elwood Buffa Doctoral Dissertation Competition

Judge Interactive Sessions, *INFORMS* Conference, 2009

Referee for *Manufacturing and Service Operations Management*, *Operations Research*, *Management Science*, *Marketing Science*, *IIE Transactions*, *Naval Research Logistics*, *Decision Sciences*, *Production and Operations Management*, *European Journal of Operations Research*, *Journal of Electronic Commerce research*, *Omega*, *Applied Mathematical Modeling*, etc.

Session Chair *INFORMS* Conference, 2005, 2007, 2009, 2010, 2012, 2014, 2015, 2016, 2017. *MSOM* Conference 2007, 2010. *POMS* Conference 2008, 2010. *Marketing Science* Conference 2008, 2016. *CSAMSE* Conference 2010, 2013, 2014, 2015, 2016. *INFORMS* Healthcare 2011, *INFORMS* International Conference 2016

Discussant Mini-Conference on “Customer-Oriented Operations Models,” Olin Business School, Washington University in St. Louis, 2007

School service:

MBA admission committee, PHD task group, 2005 - 2006
Master thesis advisor, 2005
Supervisor, MBA internship, 2004 - 2006
Graduate Program Committee, 2004 - 2006
Research committee, 2006 - 2007
Faculty Recruitment Committee, 2007 – 2011, 2012-2014
GSM Representative, University Library Committee, 2006 – 2011
Chair of Course Committee, 2011 – 2012
Undergraduate Program Committee, 2012-2013, 2014-2015
Chair of Faculty Recruitment Committee, 2013-2014
Business Analytics Group Convener, 2013-2014
Course Committee, 2014-2015
Educational Policy Committee 2015-2016
Chair of Undergraduate Committee 2016-2017
FEC vice chair 2017-2018

PROFESSIONAL AFFILIATIONS

INFORMS (Institute for Operations Research and the Management Sciences)
MSOM (Manufacturing and Service Operations Management Society)

HONORS AND AWARDS

- Best Paper Award, Fourth International Annual OCSAMSE Conference (2011)
- Best Paper Award, Third International Annual OCSAMSE Conference (2010)
- Outstanding Reviewer, *Decision Science Journal* (2008)
- Small Grant in Aid of Research, Academic Senate Committee on Research (2009, 2010, 2013, 2014)
- Academic Senate Research Travel Award (2006 - 2014)
- University of California Regents' Faculty Fellowship (2004)
- INFORMS Doctoral Colloquium Nominee (2003)
- Sasakawa Scholarship, The Sasakawa Peace Foundation (1997)
- Excellent Graduate, Tongji University (1995)

January 12, 2018