

Yufei Huang

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Employment

Assistant Professor, School of Management, University of Bath, UK 01/2016~

Education

Ph.D. in Management, School of Management, University College London 2016
M.S. in Physics, School of Science, Xi'an Jiaotong University, China 2010
B.B.A. in Marketing, School of Management, Xi'an Jiaotong University, China 2005

Research Interests

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

Research Papers

- Selling innovative products in the presence of externalities. 2018. *Production and Operations Management*, forthcoming. (with B. Gokpinar, C.S. Tang, O.S. Yoo)
- When marketing and manufacturing departments integrate: The influences of market newness and competitive intensity. 2018. *Industrial Marketing Management*, accepted. (with T. Feng, E. Avgerinos)
- Time allocation in entrepreneurial selling: Impact of learning externality and incumbent reaction. 2017. *IEEE Transactions on Engineering Management*, forthcoming. (with O.S. Yoo, B. Gokpinar)
- The impact of consumer price forecasting behavior on the bullwhip effect. 2014. *International Journal of Production Research*, 52 (22), 6642-6663. (with N. Wang, Y. Ma, Z. He, A. Che, J. Xu)
- 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. (with Y. Ma, N. Wang, A. Che, J. Xu)
- The bullwhip effect on product orders and inventory: A perspective of demand forecasting techniques. 2013. *International Journal of Production Research*, 51 (1), 281-302. (with Y. Ma, N. Wang, A. Che, J. Xu)
- 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. (with F. Chu, C. Chu, Y. Wang)

Teaching Experience

@University College London (UCL)

- MSIN2003 Business Analytics 2015~
- MSING071 Big Data Analytics 2018~

@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 (LSE)

- MG401 Operations Management (seminar teacher) 2011~2016
 - OR202.1 Operations Research (seminar teacher) 2013~2014
- @ London Business School (LBS)**
- MBA/EMBA Project Management (workshop teacher) 2011~2016

Grants and Awards

- 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-PI: ¥180,000 (≈£20,000) 2017~2019
- Soft Science Research Program of Shaanxi Province, China, No. 2016KRM016, Co-PI: ¥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
- 4 times 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
- 4 times Siyuan Scholarship for Undergraduate Student, Xi'an Jiaotong University 2001~2004

Invited Talks and Conference Presentations

- 2018 Trinity College Dublin
- 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

- Research Seminar Coordinator: IDO group, School of Management, University of Bath
- Member of INFORMS, MSOM, POMS
- Ad hoc reviewer for *Production and Operations Management*, *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*
- Ad hoc grant referee for *Social Sciences and Humanities Research Council of Canada*

(Last update: June 2018)