

CHAO LIANG

Cheung Kong Graduate School of Business

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• ACADEMIC APPOINTMENT

Sep. 2014 - Present

Assistant Professor of Operations Management, Cheung Kong Graduate School of Business

Sep. 2012 - Aug. 2014

Visiting Assistant Professor of Operations Management, Cheung Kong Graduate School of Business

• AREAS OF INTEREST

- **Research:** People-Centric Operations, New Technology Operations
- **Teaching:** Intelligent Manufacturing, Operations Strategies/Management and other related courses

• EDUCATION

The University of Texas at Dallas , Jindal School of Management, Richardson, TX <i>Doctoral Studies in Operations Management, Ph.D.</i>	2012
The University of Texas at Dallas , Jindal School of Management, Richardson, TX <i>Master of Science, MS</i>	2011
Tsinghua University , Department of Automation, China <i>Master of Control Science and Engineering, MS</i>	2007
Nanjing University of Posts & Telecommunications , China <i>Bachelor of Electronic Science and Technology, B.Eng.</i>	2004

• RESEARCH

- Chao Liang, Metin Çakanyildirim, Suresh P. Sethi, “*Analysis of Product Rollover Strategies in the Presence of Strategic Customers*”, **Management Science**, 2014, 60(4), 1033-1056.
- Chao Liang, Suresh P. Sethi, Ruixia Shi, Jun Zhang, “*Inventory Sharing with Transshipment: Impacts of Demand Distribution Shapes and Setup Costs*”, **Production and Operations Management**, 2014, 23(10), 1779-1794.
- Tingliang Huang, Chao Liang, Jingqi Wang, “*The Value of ‘Bespoke’: Demand Learning, Preference Learning, and Customer Behavior*”, **Management Science**, 2018, 64(7), 3129-3145.
- Chao Liang, Metin Çakanyildirim, Suresh P. Sethi, “*Can Strategic Customer Behavior Speed Up Product Innovation?*” **Production and Operations Management**, 2018, 27(8), 1516-1533.
 - * An earlier version is the finalist in 2012 POM Supply Chain College Student Paper Competition
- “*Online Order Fulfillment with Strategic Customers*”, working paper (with Yuxin Chen).
- “*Cross-Market Reference Effect and Optimality of MSRP*” (with Wei Chen, Yuxin Chen, Zheng Han).
- “*Cry-Wolf Syndrome in Recommendation*”, under review (with Baixun Li, Meng Li).
- “*Does Traceability in Supply Chain Improve Food Safety?*” working paper (with Yuxin Chen, Xianjun Geng).

- “*Deciphering Suggested Retail Prices through Reference Effect*”, in progress (with Wei Chen, Zheng Han).

- **TEACHING EXPERIENCE**

- **Instructor**, Intelligent Manufacturing and Enterprise Upgrading, FMBA & EMBA elective & EE , since 2018, CKGSB
 - * This course is designed by myself
- **Instructor**, Operations Strategies, MBA elective, since 2017, CKGSB
- **Instructor**, Statistics for Managers, MBA, 2014-2016, CKGSB
- **Instructor**, Operations Management, Undergraduate, Jindal School of Management, The University of Texas at Dallas
- **Lab Instructor**, Risk and Decision Analysis, MS/MBA, Fall 2011, Jindal School of Management, The University of Texas at Dallas
- Teaching Assistant, 2007 - 2012, Jindal School of Management, The University of Texas at Dallas
 - * Undergraduate courses: Operations Management, Managerial Decision Making Under Uncertainty, Introduction to Supply Chain Management
 - * MS/MBA level courses: Operations Management, Logistics and Distribution, Inventory Control, Risk and Decision Analysis

- **PUBLISHED/UNPUBLISHED CASES**

- Red Collar Group: Transformation from Mass Production into Mass Customization in the Garment Industry (With Yusheng Zheng, supervised: Shan He)
- Intelligent Manufacturing of Midea Group: Digital Transformation of A Traditional Manufacturer (supervised: Yunhai Zhu)
- Envision Energy: From Intelligent Manufacturing to Internet of Things for Energy (supervised: Xinlei Mei)

- **SERVICE TO CKGSB**

- Thesis Oral Defense for MBA, FMBA, EMBA: 2012 - Present
- Thesis Supervision for MBA, FMBA: 2014 - Present
- Admission Interview for MBA, FMBA, EMBA, EE: 2014 - Present
- AACSB Accreditation Review Team: Scoring rubrics for FMBA & EMBA Program, 2018 - Present
- Thesis Competition Committee: 2018

- EXTERNAL SERVICE

- POMS Editorial Review Board since 2018
- Ad-hoc referee for *Management Science*, *Manufacturing and Service Operations Management*, *Production and Operations Management*, *European Journal of Operational Research*, *Decision Support Systems*, *Journal of Industrial and Management Optimization*
- Academic organizing committee for 2018 MSOM conference
- International program committee and session co-chair for 2019 POMS International Conference in China

- CONFERENCE/UNIVERSITY PRESENTATIONS

Renmin University, Business School	Dec. 2018
INFORMS Annual Conference, Phoenix,	Nov. 2018
Manufacturing & Service Operations Management Conference, Dallas	Jul. 2018
POMS Annual Conference, Orlando	May 2016
INFORMS Annual Conference, Philadelphia	Nov. 2015
Chinese Scholars Association for Management Science and Engineering (CSAMSE) Annual	Jul. 2015
INFORMS Annual Conference, San Francisco	Nov. 2014
Chinese Scholars Association for Management Science and Engineering (CSAMSE) Annual	Jun. 2013
INFORMS Annual Conference, Phoenix	Oct. 2012
POMS Annual Conference, Chicago	Apr. 2012
Decision Sciences Institute Annual Meeting, Boston	Nov. 2011
INFORMS Annual Conference, Charlotte	Nov. 2011
POMS Annual Conference, Reno	May 2011
INFORMS Annual Conference, Austin	Nov. 2010

- ASSOCIATIONS, AWARDS AND HONORS

- Finalist for 2012 POM Supply Chain College Student Paper Competition
- Member: INFORMS, MSOM, POMS, Forum for Women in OR/MS (WORMS)
- Graduate Scholarship, The University of Texas at Dallas, 2007-2012
- Invited to INFORMS Future Academician Colloquium, POMS Doctoral Student Consortium, and DSI Doctoral Student Consortium, 2011