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### **Academic Appointment**

2022 - present

Associate Professor of Operations Management, China Europe International Business School (CEIBS)

2014 - 2022

Assistant Professor of Operations Management, Cheung Kong Graduate School of Business (CKGSB)

2012 - 2014

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

### **Areas of Interest**

**Research:** Operations-Marketing Interface, Behavioral Operations, Human-AI Interaction, Supply Chain Management

**Teaching:** Operations & Technology (digital, AI), Supply Chain Management, Intelligent Manufacturing

### **Education**

The University of Texas at Dallas, Jindal School of Management, Richardson, TX 2012  
Doctoral Studies in Operations Management, Ph.D.

The University of Texas at Dallas, Jindal School of Management, Richardson, TX 2011  
Master of Science, MS

Tsinghua University, Department of Automation, China 2007  
Master of Control Science and Engineering, MS

Nanjing University of Posts & Telecommunications, China 2004  
Bachelor of Electronic Science and Technology, B.Eng.

### **Publications**

1. “Analysis of Product Rollover Strategies in the Presence of Strategic Customers”, **Chao Liang**, Metin Çakanyildirim, Suresh P. Sethi, **Management Science**, 2014, 60(4), 1033-1056.
2. “Inventory Sharing with Transshipment: Impacts of Demand Distribution Shapes and Setup Costs”, **Chao Liang**, Suresh P. Sethi, Ruixia Shi, Jun Zhang, **Production and Operations Management**, 2014, 23(10), 1779-1794.
3. “The Value of ‘Bespoke’: Demand Learning, Preference Learning, and Customer Behavior”, Tingliang Huang, **Chao Liang**, Jingqi Wang, **Management Science**, 2018, 64(7), 3129-3145.
4. “Can Strategic Customer Behavior Speed Up Product Innovation?” **Chao Liang**, Metin Çakanyildirim, Suresh P. Sethi, **Production and Operations Management**, 2018, 27(8), 1516-1533.  
✓ **An earlier version is the finalist in POM Supply Chain College Student Paper Competition**

5. “Cry-Wolf Syndrome in Recommendation”, Baixun Li, Meng Li, **Chao Liang<sup>+</sup>**, **Production and Operations Management**, 2023, 32(2), 347-358, lead paper.
6. “Will Self-gifting of Streamers Hurt Unions? Analyzing the Union's Compensation Mechanism for a Live Streaming Supply Chain”, Yuwen Da, Qinglong Gou, **Chao Liang<sup>+</sup>**, **Transportation Research Part E: Logistics and Transportation Review**, 2023, 177: 103230.
7. “E-tailers' Inventory Location and Pricing with Strategic Consumers”, Yuxin Chen, Meng Li, **Chao Liang<sup>+</sup>**, forthcoming in **Production and Operations Management**.

<sup>+</sup> indicates corresponding author

### **Selected Working Papers**

1. “Integrative Capabilities in Competitive Entry”, with Meng Li, Shichen Zhang, under 2<sup>nd</sup> round review with **Production and Operations Management**.
2. “The Adoption of Suggested Retail Prices”, with Meng Li, Zheng Han, under major revision with **Production and Operations Management**.

### **Cases**

1. Luckin: Reborn From the Fraud Scandal (瑞幸: “涅槃重生”之路; CI-622-054), with case researcher Qiong Zhu, 2022  
 ✓ **Second Prize Winner of 2022 Global Contest for the Best China-focused Cases**
2. Envision Energy: From Intelligent Manufacturing to Internet of Things for Energy (远景能源: 从智能制造到能源互联网), with case researcher Xinlei Mei, 2019
3. Intelligent Manufacturing of Midea Group: Digital Transformation of A Traditional Manufacturer (美的智造: 一个传统制造企业的数字化转型), with case researcher Yunhai Zhu, 2017
4. Red Collar Group: Transformation from Mass Production into Mass Customization in the Garment Industry (红领: 从大规模制造到大规模定制), with Yusheng Zheng and case researcher Shan He, 2016

### **Teaching Experience**

At CEIBS, since 2022

- Operations Thinking and AI Driver, elective for EMBA, 2024
- Operations Strategy in the Digital Age, electives for HEMBA, MBA, 2023
- Operations & Supply Chain Management, EE, 2023, 2024

At CKGSB, 2012-2022

- Intelligent Manufacturing and Enterprise Upgrading (智能制造和企业转型升级), elective for FMBA (2018-2021), EMBA (2018-2019), EE (2019), MBA of Entrepreneurship and Technology Innovation (2020)
- Operations Strategies, MBA elective, 2016-2021
- Statistics for Managers, MBA, 2014-2015

At the University of Texas at Dallas, 2007-2012

- Operations Management, Undergraduate, 2011-2012
- Lab Instructor, Risk and Decision Analysis, MS/MBA, Fall 2011
- Teaching Assistant, 2007 - 2012
  - 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

### **Awards, Grants and Scholarships**

- Second Prize Winner of 2022 Global Contest for the Best China-focused Cases
- Finalist for 2012 POM Supply Chain College Student Paper Competition
- CEIBS Digital Age Management research grant, 2022
- CEIBS Digital Age Management research grant, 2023
- Graduate Scholarship, the University of Texas at Dallas, 2007-2011
- First Prize Scholarship, Nanjing University of Posts & Telecommunications, 2003
- Second Prize Scholarship, Nanjing University of Posts & Telecommunications, 2001, 2002

### **Media Coverage**

- Eliminate the micro obstacles of “specialized and new” enterprises, and accelerate to overcome the macro “bottleneck” problems, National Business Daily (消除“专精特新”企业微观障碍，加速攻克宏观“卡脖子”大问题，每日经济新闻), 2023-02-20
- Trend, Strategy and Tactics of Digitalization: Value Creation and Long-term Philosophy of Enterprises (数字化的势、道、术：企业的价值创造与长期主义), 2023, <https://cn.ceibs.edu/new-papers-columns/22813>
- The “Rebirth” of Luckin Coffee (瑞幸是如何“涅槃重生”的), 2023, <https://cn.ceibs.edu/new-papers-columns/23277> (a related video created by CEIBS online operation team and IC lab is posted on bilibili, with over 900 thousand views)
- Intelligent Manufacturing of Midea: Digital Transformation of Traditional Manufacturing, Tsinghua Management Review (美的智造：传统制造业的数字化转型，清华管理评论), 2019

### **School Service**

At CEIBS, since 2022

- Oral Defense Supervision for EMBA, 2023
- Project Supervision for EMBA, 2023
- Admission Interview for EMBA, 2022, 2023
- Academic Staff Evaluation Committee
- CEIBS Insights Salon: Intelligent Manufacturing and Enterprises Upgrading (智能制造和企业转型升级), May 2022
- Alumni Webinar (Zurich), Rail Freight and the new Silk Route (铁路货运和新丝绸之路), Jun. 2022

- CEIBS Webinar Series (Zurich): CEIBS Research Meets Management, A Catalyst for Growth: The Future of Manufacturing (增长的催化剂：制造业的未来), Sep. 2022
- EE Monthly Forum (首席说) for DTE-Value Creation and “Long-Termism”: The Digital Path for B2B Enterprises (价值创造和长期主义：B2B企业的数字化路径), Dec. 2022
- Voice of the Professor (博闻课堂): Operations Strategy and Digital Operations – Take Luckin Coffee as an Example, Jul. 2023
- Academic Director of Intelligent Manufacturing Association of CEIBS Alumni Association (中欧校友会智能制造协会), since May 2023
- Discussion Panel of Intelligent Manufacturing, Annual Conference of Intelligent Manufacturing Association of CEIBS Alumni Association, Mar. 2024

At CKGSB, 2012-2022

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

### **Professional Service**

- POMS Editorial Review Board since 2018
- Special Issue Editor (AI-Driven Decision Sciences) for Decision Sciences Journal, 2022-2023
- Ad-hoc referee: *Management Science*, *Marketing 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 for 2019 POMS International Conference in China
- Distinguished Panelist at Female Scholars Luncheon for 2023 Chinese Scholars Association for Management Science and Engineering (CSAMSE)