

Zhibin (Ben) Yang

Lundquist College of Business, 1208 University of Oregon, Eugene, OR 97403

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EDUCATION

Aug., 2009 Ph.D. in Industrial & Operations Engineering, University of Michigan.
Dissertation: *On Supply Risk and Asymmetric Information.*
Advisors: Goker Aydin (co-chair), Volodymyr Babich (co-chair) and
 Damian Beil

Dec., 2002 M.S. in Industrial Engineering, Arizona State University, Tempe.
Concentration: *Enterprise Information Systems.*
Thesis: *Robust Information System.*

Advisor: Nong Ye

July, 1994 B.S. in Mechanical Engineering, Southwest Jiao-Tong University, China.

ACADEMIC POSITION

Apr-Jun, 2015 Interim Department Head of the OBA Department

Sep., 2015- *Associate Professor (with tenure)*, Lundquist College of Business, University of Oregon.

Sep., 2009-Sep., 2015 *Assistant Professor*, Lundquist College of Business, University of Oregon.

APPOINTMENT

Sep., 2020-Jun., 2025 Edwin E. and June Woldt Cone Research Scholar.

Sep., 2018-Jun., 2020 James F. and Shirley J. Rippey Research Scholar.

INDUSTRIAL EXPERIENCE

1999-2000 *Product Manager*, Systems & Technology Inc., Beijing, China.

1997-1999 *Technical Sales*, AI Consulting, Beijing, China.

1994-1997 *Assistant Engineer*, China Academy of Railway Sciences, Beijing, China.

AFFILIATION (UNIVERSITY OF OREGON)

2018-2019 *Faculty Associate, Center for Big Learning, University of Oregon (funded by National Science Foundation)*

2016-2020	<i>Faculty Associate, Center for Cyber Security and Privacy, University of Oregon</i>
2009-	<i>Collaborating Faculty Member, Center for Sustainable Business Practices, Lundquist College of Business, University of Oregon.</i>

RESEARCH INTEREST

- Supply chain risk management.
- Incentive and contract design in the supply chain.

- Distribution channel design.
- Sustainable supply chain.
- Innovation and supply chain.
- Financial forecast.
- Applied machine learning.

REFEREED PUBLICATION

- H. Guan, **Zhibin Yang**, H. Gurnani, 2023. Value of Information with Manufacturer Encroachment. *Production and Operations Management* 32(3):780-793.
- W. Wu, J. Chen, **Zhibin Yang**, M. L. Tindall, 2021. A Cross-Sectional Machine Learning Approach for Hedge Fund Return Prediction and Selection. *Management Science* 67(7):4577-4601.
- Zhibin Yang**, X. Hu, H. Gurnani, and H. Guan, 2018. Multichannel Distribution Strategy: Selling to a Competing Buyer with Limited Supplier Capacity. *Management Science* 64(5), 1975-2471.
- Zhibin Yang** and V. Babich, 2014. Does a Procurement Service Provider Generate Value for the Buyer through Information about Supply Risks?. *Management Science* 61(5), 979-998.
- Zhibin Yang**, G. Aydin, V. Babich, and D. R. Beil, 2012. Using a Dual-Sourcing Option in the Presence of Asymmetric Information about Supplier Reliability: Competition vs. Diversification. *Manufacturing and Service Operations Management* 14(2), 202-217. (runner-up for the 2016 iFORM SIG best paper award of the M&SOM society)
- Zhibin Yang**, G. Aydin, V. Babich, and D. R. Beil, 2009. Supply Disruptions, Asymmetric Information and a Backup Production Option. *Management Science* 55(2), 192-209.
- Zhibin Yang**, N. Ye and Y.-C. Lai, 2006. QoS model of a router with feedback control. *Quality and Reliability Engineering International* 22(4), 429-444.
- N. Ye, **Zhibin Yang**, Y.-C. Lai, and T. Farley, 2005. Enhancing router QoS through job scheduling with weighted shortest processing time-adjusted. *Computers & Operations Research* 32(9), 2255-2269.

PAPER UNDER REVIEW

- Jie Ning and **Zhibin Yang**. When Competitors Share: Sourcing Between Firms at Asymmetric Innovation Stages. Major revision at *Production and Operations Management*.

WORKING PAPER

- Hossein Rikhtehgar Berenji, Nagesh Murthy, and **Zhibin Yang**. Committing to Contract for a Supplier's Social and Environmental Compliance. (Best Problem-Driven Analytical Research Paper, 2019, Decision Science Institute.)
- Zhibin Yang** and Nagesh Murthy. Timing and Signaling Considerations for Recovery from Supply Chain Disruption.

WORK IN PROGRESS

- Technology Licensing under Channel Conflict (with Xu Chen and Haojie Jing).
- Distribution Channel Co-opetition, Exclusive Dealing, and Customer Loyalty (with Huiqi Guan).
- AI for Customer Service.

REFEREED BOOK CHAPTER

Babich V. and **Zhibin Yang**, Supply Disruptions and Procurement Contracting. Handbook of Information Exchange in Supply Chain Management, editors: C. Tang and A. Ha, *Springer*, 145–170, 2017.

Aydin G., V. Babich, D. Beil, and **Zhibin Yang**. Decentralized Supply Risk Management. Handbook of Integrated Risk Management in Global Supply Chains. Ed. P. Kouvelis, O. Boyabatli, L. Dong, and R. Li.: *John Wiley & Sons Inc.*, 2012.

CONFERENCE PRESENTATION

- Asymmetric Cost of Innovation, Sourcing, and Vertical Differentiation.
 - *MSOM Conference 2023*, Montreal, QC;
 - *INFORMS Annual Meeting 2023*, Phoenix, AZ.
- Out-sourcing Innovation to a Competitor or Not?. *INFORMS Annual Meeting 2021*, Anaheim, CA.
- Using Auditing and Commitment for Engaging a Supplier for Supply Chain Sustainability. *INFORMS 2018*, Phoenix, AZ. (presented by student)
- Project proposal: Deep Learning for Improving Stock Market Investment. *NSF Center for Big Learning Kickoff Meeting 2018*, Gainesville, FL.
- Supplier Encroachment with Private Selling Cost Information.
 - *POMS Meeting 2016*, Orlando; 2017 Seattle;
 - *INFORMS Annual Meeting 2017*. (presented by student)
- Auditing Supplier for Social and Environmental Compliance. *POMS Meeting 2016*, Orlando. (presented by student)
- Selling to a Competing Buyer with Limited Supplier Capacity. *POMS Meeting 2016*, Orlando.
- Timing and Signaling Considerations for Recovery from Supply Chain Disruption. *POMS Meeting 2015*, Washington DC.
- Selling to a Competing Buyer with Limited Supplier Capacity. *POMS Meeting 2015*, Washington DC.
- To Supply or Not to Supply to a Competing Buyer. *INFORMS Meeting 2014*, San Francisco.
- Does a Procurement Service Provider Generate Value for the Buyer through Information about Supply Risks?. *POMS Meeting 2014*, Atlanta.
- Should Buyers use Procurement Service Providers when Suppliers have Private Information about Supply Disruptions?. *INFORMS Meeting 2013*, Minneapolis.
- To Supply or Not to Supply to a Competing Buyer?. *INFORMS Meeting 2013*, Minneapolis.

- Should Buyers use Procurement Service Providers when Suppliers have Private Information about Supply Disruptions?. *M&SOM Conference* 2013, INSEAD.
- Intermediated Sourcing under Supply Chain Disruption Risk. *INFORMS Meeting* 2012, Phoenix.
- Timing and Signaling Considerations for Recovery from Supply Chain Disruption. *INFORMS Meeting* 2012, Phoenix.
- Timing and Signaling Considerations for Recovery from Supply Chain Disruption. *M&SOM Conference* 2012, Columbia University.
- Timing and Signaling Considerations for Recovery from Supply Chain Disruption. *POMS Annual Meeting* 2012, Chicago.
- Competition for Market and Supply under Asymmetric Information. *POMS Annual Meeting* 2012, Chicago.
- Subcontracting with Transactional and Contractual Customers.
 - *POMS Meeting* 2012, Chicago.
 - *INFORMS Annual Meeting* 2011, Charlotte.
- Subcontracting with Transactional and Contractual Customers: Improving Supply Chain Coordination by Limiting Booking Allowances. *POMS Annual Meeting* 2011, Reno, NV.
- Using a Dual-Sourcing Option in the Presence of Asymmetric Information about Supplier Reliability: Competition vs. Diversification. *INFORMS Annual Meeting* 2010, Austin.
- Delegation under Supply Risk and Asymmetric Information. *INFORMS Annual Meeting* 2009, San Diego.
- On Supply Risk and Asymmetric information. *INFORMS Annual Meeting* 2008, Washington D.C.
- Supply Risk, Information Asymmetry and Dual-Sourcing. *Manufacturing & Service Operations Management Conference* 2007, Tsinghua University, Beijing; *INFORMS Annual Meeting* 2007, Seattle; *INFORMS Mid-west Regional Conference* 2007, Northwestern University.
- Supply Risk, Information Asymmetry and a Backup Production Option. *INFORMS Annual Meeting* 2006, Pittsburgh; *Manufacturing & Service Operations Management Conference* 2006, Georgia Tech.

INVITED TALK AND VISIT

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| July 2024 | “Harnessing Complementary Strengths with a Joint Venture under Competition and Brand Spillover”, School of Management, National University of Taiwan |
| May 2024 | “Harnessing Complementary Strengths with a Joint Venture under Competition and Brand Spillover”, Department of Management, Lundquist College of Business, University of Oregon |
| March 2024 | “Harnessing Complementary Strengths with a Joint Venture under Competition and Brand Spillover”, The University of Texas at San Antonio |
| 2016 | Lee Kong Chiang School of Business, Singapore Management University (visit only). |
| 2014 | School of Management, Xiamen University, China (visit only). |
| 2011 | “Using a Dual-Sourcing Option in the Presence of Asymmetric Information about Supplier Reliability.” <ul style="list-style-type: none"> ▪ City University of Hong Kong. ▪ Peking University, Beijing, China. |

- 2009 “Supply Risk and Asymmetric information.”
- Northwestern University.
 - Boston College.
- 2008 “Supply Risk and Asymmetric information.”
- Department of Information Systems, Business Statistics, and Operations Management, Hong Kong University of Science and Technology.
 - Department of Industrial Engineering and Logistics Management, Hong Kong University of Science and Technology.
 - Washington University in St. Louis.
 - Indiana University.

RESEARCH WORKSHOP CONDUCTED

- 2011 Hosing Workshop on “Decentralized Supply Chain Risk Management”
National University of Taiwan, Taipei, Taiwan.

RESEARCH EXPERIENCE AND FUNDED RESEARCH

- Collaborating Faculty, Center for Big Learning, University of Oregon
Funded by National Science Foundation, since 2018.
- Collaborating Faculty (with Jun Li, Kevin Butler, Dejing Dou, Xintao Wu, Colin Koopman, and Eric Priest)
“Tackling Internet Privacy from Technical, Social, Economical and Legal Perspectives”.
Funded by: *Incubating Interdisciplinary Initiatives* (I3), the University of Oregon.
Amount funded: \$50,000 for 2014.
- Visiting Researcher, Industrial Engineering and Logistics Management, Hong Kong University of Science and Technology.
“Maritime Supply Chain Management”, August 2012 (two weeks).
- Collaborating Faculty (Principal Investigator, Nagesh N. Murthy)
“MFG-21 Northwest Manufacturing Initiative: Lean, Agile, and Sustainable Operations and Supply Chain Management: A Cradle-to-Cradle Perspective using the Triple Bottom Line.”
Funded by: Organization for Economic Initiatives (OEI)/Defense Logistics Agency (DLA)/Department of Defense (DoD) in 2010, Contracted in 2011.
Amount Funded: \$165,000, Provides partial research support for four faculty.
- Collaborating Faculty (Principal Investigator, Nagesh N. Murthy)
“MFG-21 Northwest Manufacturing Initiative: University of Oregon’s Leadership to Enhance Agility, Productivity, and Sustainability (UO-LEAPS) for Manufacturing Competitiveness in Oregon.”
Funded by: OEI/DLA/DoD in 2009, Contracted in 2010.
Amount Funded: \$230,000, Provides partial research support for six faculty.
- Graduate student investigator (Faculty Co-PI’s: Goker Aydin, Volodymyr Babich, and Damian Beil)
“Supply Risk Management and Asymmetric Information” (NSF Grant CMMI-MES: #0800158)
Funded by: **National Science Foundation**, September 2008 – August 2010

Amount Funded: \$220,000.

My function:

- Created the proposal based on my original idea proposed for dissertation
- Actively participated in writing the proposals in both rounds of application
- Worked as the only graduate student investigator in accomplishing this project

HONOR AND AWARD

2021	2020 <i>M&SOM</i> Meritorious Service Award.
2019	Best Problem-Driven Analytical Research Paper at Decision Science Institute.
2017	First place in the national SAS Analytics Shootout 2017. Co-advised a team of 4 LCB undergraduate students to participate in national competition of 57 student teams organized by SAS.
2016	2015 <i>M&SOM</i> Meritorious Service Award.
2015	Runner up in 2015 iFORM Best Paper Award. Yang Z., G. Aydin, V. Babich, D. Beil, 2012, "Using a Dual-Sourcing Option in the Presence of Asymmetric Information about Supplier Reliability: Competition vs. Diversification".
2008	First place in the oral presentation competition of Engineering Graduate Symposium, University of Michigan.
2007	Selected to attend INFORMS Future Academician Colloquium, Seattle, WA, 2007 (about 50 doctoral students selected nationally).
2007	Selected to attend IIE Doctoral Colloquium, Nashville, TN, 2007 (about 50 doctoral students selected nationally).
2007	Travel award for the 4th Mini-Conference on Integrated Risk Management in Operations and Global Supply Chain Management, Washington University in St. Louis, 2007.
2006	Travel award for the 3 rd Mini-Conference on Integrated Risk Management in Operations and Global Supply Chain Management, University of Michigan, 2006.

TEACHING EXPERIENCE

OBA 613 Operations Management (MBA core)	▪ Winter 2018, 2019
OBA 466/566 Operations and Project Management Models (senior and MBA elective).	▪ Winter 2010, 2011, 2013-2019.
OBA 335 Operations Management (undergraduate core)	▪ Fall 2009-2018; Winter 2010, 2011, 2013-2018.
DSC 335 Honor Operations Management.	Fall 2011, Spring 2020.

TEACHING INTEREST

Operations Management, Supply Chain Management, Project Management, Optimization for Business.

REVIEW FOR JOURNAL AND CONFERENCE

Senior Editor: *Production and Operations Management Journal*, 2017 - 2020.

Ad hoc Reviewer MS&OM iFORM SIG Conference, 2011 and 2014.

Judge *Manufacturing and Service Operations Management* Student Paper Competition, 2014, 2015.
Production and Operations Management Supply Chain Paper Competition, 2013, 2015.

Reviewer for the following journals:

Management Science
Manufacturing and Service Operations Management
Operations Research
Production and Operations Management
Naval Research Logistics
Decision Sciences Journal
IIE Transaction
OMEGA
Journal of Systems Science and Systems Engineering

ADVISING

PhD Summer Coach for Elaheh Alimohammad, Lundquist College of Business, University of Oregon, Summer 2024

Institution representative to PhD dissertation committee

SM Shihab Siddiqui, Economics, University of Oregon, May 2023-Feb. 2024.

Co-advisor Hossein Rikhtehgar Berenji, PhD dissertation, 2015 – Spring 2019 (with Nagesh Murthy).

Advisor Alex Sudeora, Clark Honors College Thesis. Agile scrumban project management in IT audit. September 2016-June 2017.

PROFESSIONAL SERVICE

Session Chair: POMS Meeting, 2017.

Cluster Co-chair, iFORM SIG cluster, INFORMS Meeting, 2014.

Session Co-Chair, “Supply and Distribution Risk Management” (in M&SOM/Supply Chain cluster), INFORMS Meeting 2013, Minneapolis.

Session Chairs, “Supply Chain Risk Management” (in M&SOM/iFORM cluster) and “Supply Chain Risk and Information” (in Supply Chain Management cluster), INFORMS Meeting 2012, Phoenix.

Session Chair, POMS Meeting 2012.

Treasurer, INFORMS Pacific Northwest Chapter, 2011-2013.

SERVICE TO THE DEPARTMENT/COLLEGE/UNIVERSITY

2024-2025 Research Dataset Coordinator, Lundquist College of Business.

2024, Spring *Member*, Data Analytics Curriculum Review Subcommittee, Curriculum Review, Lundquist College of Business.

2024-2025 *Member*, Promotion and Tenure Committee, Lundquist College of Business.

2024-2025	<i>Member</i> , Undergraduate Business Scholarship Committee, Lundquist College of Business.
2024-2025	<i>Member</i> , Search Committee for Executive Director of School of Computer and Data Science, University of Oregon.
2024-2025	OBA New Faculty Mentor for Xiaoyue Yan, Lundquist College of Business.
2024-2027	<i>Member</i> , Undergraduate Council, University of Oregon.
2023-2024	New Faculty Mentor for Behrooz Pourghannad, OBA, University of Oregon
2023-2024	<i>Member</i> , Undergraduate Business Scholarship Committee.
2023-2024	<i>Co-chair</i> , OBA Faculty Search Committee.
2023-2024	<i>Member</i> , Promotion and Tenure Committee, Lundquist College of Business.
2023-2024	<i>Member</i> , Search Committee for Executive Director of School of Computer and Data Science, University of Oregon.
2022-2023	<i>Member</i> , Undergraduate Business Scholarship Committee.
2022- 2023	<i>Member</i> , Strategic Planning Committee for School of Computer and Data Science, University of Oregon.
2021-2024	<i>Member</i> , Undergraduate Council, University of Oregon.
2020-2022	<i>Member</i> , Promotion and Tenure Committee, Lundquist College of Business.
2018-2019	<i>Co-chair</i> , faculty search committee of Operations and Business Analytics.
2017-2018	<i>Committee member</i> , faculty search committee of Operations and Business Analytics.
Fall, 2014-Spring 2019	<i>Chair</i> , Undergraduate Program Committee (UGPC), Lundquist College of Business, University of Oregon.
2014-2017	<i>Committee member</i> , Graduate Council, University of Oregon.
2012-2014	<i>Committee member</i> , Undergraduate Program Committee, Lundquist College of Business, University of Oregon.
2010-2013	<i>Departmental Representative</i> to the University Library, Lundquist College of Business, University of Oregon.
2010-2013	<i>Committee member</i> , OM Faculty Search Committee of the Decision Science Department.

PROFESSIONAL SOCIETY MEMBERSHIP

- Institute for Operations Research and Management Science (INFORMS).
- Manufacturing and Service Operations Management (M&SOM) society.
- Production and Operations Management Society (POMS)