

# 颜碧莹



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## 教育背景

- 2016-2020 博士，工业工程与决策分析学系，香港科技大学
- 2014-2016 硕士，社会科学，国立台湾大学
- 2010-2014 学士，社会科学，国立台湾大学

## 工作经验

- 2021 至今 助理教授，澳门科技大学

## 教学活动

- BBAE16508 供应链与 ERP 应用
- MBSZ13 信息技术服务管理
- MBGZ14 供应链与企业资源规划
- MBSZ09 供应链管理前沿
- MBGZ12 供应链分析专题
- MBBZ07 营运管理

## 研究领域

营运管理、企业社会责任、供应链管理

## 学术期刊论文

- Pi-Ying Yen, Yongqi Li, & Haoyu Liu (2024). Enhancing the profitability of pay what you want: A study of suggested prices. *Psychology & Marketing*, 41(7), 1502-1513.

- Yanzi Chen, Pi-Ying Yen, Yujie Zhang, & Haoyu Liu (2023). Conducting business disciplinary research by playing educational games: A case of the forecast sharing game in supply chain management. *The International Journal of Management Education*, 21(2), 100773.
- Haoyu Liu & Pi-Ying Yen (2022). Implementation and improvement of the sailboat game: Evidence from two cities. *Journal of Education for Business*, 97(7), 483-489.
- Pi-Ying Yen, Ying-Ju Chen, & Qiao-Chu He (2021). A better buy-one-give-one business model. *Naval Research Logistics*, 68(8), 1070-1081.
- Reference effect and subsidy preferences in charitable giving (with Haoyu Liu, Dongwon Lee, and Ying-Ju Chen), *Major Revision in Manufacturing & Service Operations Management (UTD24, FT50)*

#### 学术专著章节

- Lanting Yang, Haoyu Liu, & Pi-Ying Yen (2023). Machine learning in the catering industry. In John Wang (Ed.), *Encyclopedia of Data Science and Machine Learning* (pp. 277-285). IGI Global.
- Siyao Li, Haoyu Liu, & Pi-Ying Yen (2023). Virtual singers empowered by machine learning. In John Wang (Ed.), *Encyclopedia of Data Science and Machine Learning* (pp. 314-321). IGI Global.
- Ruixin Xing, Pi-Ying Yen, & Haoyu Liu (2023). Residential choices of the elderly under medical and aged care integration: Evidence from Shanghai. In Ben Yuk Fai Fong & William Chi Wai Wong (Eds.), *Gaps and Actions in Health Improvement from Hong Kong and Beyond: All for Health*. Springer.
- Haoyu Liu, Bowen Dong, & Pi-Ying Yen (2022). Virtual reality in patient-physician relationships. In Yuk Ming Tang, Ho Ho Lun, & Ka Yin Chau (Eds.), *Cases on Virtual Reality Modeling in Healthcare* (pp. 63-84). IGI Global.

#### 案例

- Ying-Ju Chen, Pi-Ying Yen, & Haoyu Liu (2023) From wholesaler to retailer: Was the transformation successful? *Harvard Business Publishing*, ST133. <https://hbsp.harvard.edu/product/ST133-PDF-ENG>

#### 研究经费

- Principal Investigator, Social Responsibility in Inventory Management, Macau University of Science and Technology Faculty Research Grants, 2023
- Professional Development Grants for Macao Higher Education Institutions, Macao Special Administrative Region Government, 2023

### **其他专业资格**

- 生产和运作管理学会香港分会国际会议分会场主席（2020年）
- 运筹学和管理科学研究学会会员（2019年至今）
- 生产和运作管理学会会员（2019年至今）
- 益启慈善香港分会共同创办人（2017年）
- M&SOM、NRL、IJSTL 和 IACMR 审稿人

### **奖项 / 活动**

- 香港科技大学研究生全额奖学金（2016年至2020年）
- 台港教育交流基金奖助学金（2018年）
- 印度理工学院社会企业项目奖学金（2018年）
- 国立台湾大学杰出教学助理奖（2015年和2016年）

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