

Pi-Ying Yen



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Dept/Fields: Decision Science

Academic Qualification

- 2016-2020 Ph.D., Industrial Engineering and Decision Analytics, The Hong Kong University of Science and Technology
- 2014-2016 M.S., Social Science, National Taiwan University
- 2010-2014 B.S., Social Science, National Taiwan University

Working Experience

- 2021-Present Assistant Professor, Macau University of Science and Technology

Teaching Activities

- BBAE16508 ERP Application in Supply Chain
- MBSZ13 Information Technology Service Management
- MBGZ14 Supply Chain and Enterprise Resource Planning
- MBSZ09 Contemporary Topics in Supply Chain Management
- MBGZ12 Special Topic in Supply Chain Analysis
- MBBZ07 Operations Management

Research Areas

Socially Responsible Operations, Supply Chain Management, Marketing-Operations Interface

Selected Publications

- 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)*

Book Chapters

- 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.

Cases

- 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>

Research Grands

- 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

Other Professional Activities

- Session Chair, The 11th POMS-HK Chapter International Conference, 2020
- Member of INFORMS, MSOM and POM, 2019 until now
- Co-founder & Program Lead, Philanthropy in Motion HK Chapter, 2017
- Reviewer for MSOM, NRL, IJSTL and IACMR

Honors/Awards

- HKUST Postgraduate Studentship, HKUST, Hong, Kong, 2016-2020
- HK & Taiwan Academic Exchange Scholarship, HMTCF, Hong Kong, 2018
- Social Entrepreneurship Program Scholarship, IITM, India, 2018
- Excellent Teaching Assistant Award, NTU, Taiwan, 2015 & 2016

Updated on August 20, 2024