

# 顏碧瑩



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**部門/領域:** 決策科學系

## 教育背景

- 2016-2020 博士，工業工程與決策分析學系，香港科技大學
- 2014-2016 碩士，社會科學，國立臺灣大學
- 2010-2014 學士，社會科學，國立臺灣大學

## 工作經驗

- 2021 至今 助理教授，澳門科技大學

## 教學活動

- BBAE16508 供應鏈與 ERP 應用
- MBSZ13 資訊技術服務管理
- MBGZ14 供應鏈與企業資源規劃
- MBSZ09 供應鏈管理前沿
- MBGZ12 供應鏈分析專題
- MBBZ07 營運管理

## 研究領域

營運管理、企業社會責任、供應鏈管理

## 學術期刊論文

- 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)*

#### 學術專著章節

- 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>

#### 研究經費

- 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

### **其他專業資格**

- 生產和運作管理學會香港分會國際會議分會場主席（2020年）
- 運籌學和管理科學研究學會會員（2019年至今）
- 生產和運作管理學會會員（2019年至今）
- 益啟慈善香港分會共同創辦人（2017年）
- M&SOM、NRL、IJSTL 和 IACMR 審稿人

### **獎項 / 活動**

- 香港科技大學研究生全額獎學金（2016年至2020年）
- 臺港教育交流基金獎助學金（2018年）
- 印度理工學院社會企業項目獎學金（2018年）
- 國立臺灣大學傑出教學助理獎（2015年和2016年）

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