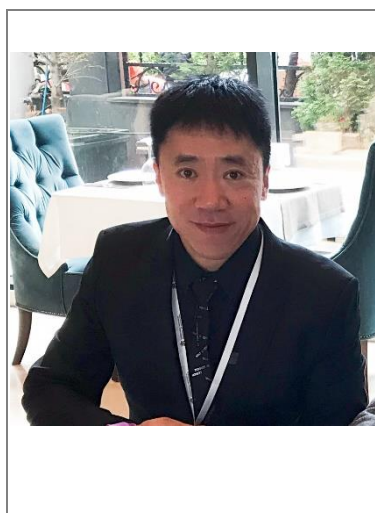


CHEN Yue Allen



Title : Assistant Professor
Faculty : School of Business
Email address : yuchen@must.edu.mo
Tel : (853) 8897-3655
Fax : (853) 2882-3281
Office : O714
Address : Avenida Wai Long, Taipa, Macau
Dept/Fields: Department of Decision Sciences

Academic Qualification

2016.07 – 2020.01 Ph.D.: The Hong Kong Polytechnic University; Operations Management and Supply Chain Management;
2003.09 – 2004.11 Master: The University of Leeds, Business School (LUBS); MSc in International Marketing Management;
1997.09 – 2001.06 Bachelor: Sun Yat-sen University, Business School, Bachelor of Management: Marketing.

Working Experience

2020 – Present Assistant Professor / Macau University of Science and Technology;
2013 – 2016 Commodity Director / Guangzhou Jinyu Garments Co., Ltd;
2011 – 2013 Marketing Director (Asia & Pacific Area) / Wise Link Group;
2008 – 2011 Marketing Department Manager / Guangzhou Sun Win Garment and Trade Co., Ltd;
2004 – 2008 KA Manager / Guangdong Textiles Import & Export Group

Teaching Activities

Undergraduate: Operations Management, Omni-Channel Practice and Sustainability in Integrated Supply Chains

Postgraduate: Modeling and Optimization of Enterprise Management, Business Optimization Theory, Supply Chain Management

Research Areas

Operations Management, Optimization and Coordination in Supply Chain Management, Omni-Channel Practice, Big Data Analytics & Application, Application of Blockchain technology, and Sustainability in Supply Chains.

Selected Journal Papers

Chen, Y. (2023). How blockchain adoption affects supply chain sustainability in the fashion industry: a systematic review and case studies. *International Transactions in Operational Research*. <https://doi.org/10.1111/itor.13273>

Choi, T. M. & **Chen, Y.** (2021). Circular Supply Chain Management with Large Scale Group Decision Making in the Big Data Era: The Macro-Micro Model. *Technological Forecasting & Social Change*, 169, 120791.

Choi, T. M., **Chen, Y.**, & Chung, S. H. (2019). Online-offline fashion franchising supply chains without channel conflicts: choices on postponement and contracts. *International Journal of Production Economics*, 215, 174-184.

Cai, Y. J., **Chen, Y.**, Siqin, T., Choi, T. M., & Chung, S. H. (2019). Pay upfront or pay later? Fixed royal payment in sustainable fashion brand franchising. *International Journal of Production Economics*, 214, 95-105.

Chen, Y., Chung, S. H., & Guo, S. (2018). Franchising contracts in fashion supply chain operations: models, practices, and real case study. *Annals of Operations Research*, 2018, 1-46.

Other Professional Activities

Chartered Member of The Chartered Institute of Logistic and Transport

July 2023

Seminar of Liberal Education on National Conditions for The Teaching Staff of Colleges and Universities in Macau

Honors/Awards

September 2023 – Honoured as “Excellent Teacher” in the “Teaching Excellence Award” 2022-2023

May 2017 - Best Presentation of ISE Research Students’ Conference

Nov 2016 - Winner of Student Group in Slogan Competition of Safety Week 2016 of The Hong Kong Polytechnic University.

Aug 2015 - 2014-2015 Top 10 Best Professional Managers in Guangdong Garment and Clothing Industry granted by Guangdong Association of Garment and Garment Article Industry