

Xin LI, PhD, Professor/Department Head



Position : Professor/Department Head
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Teaching and Research Areas:

Logistics and supply chain finance, sharing economy, green and sustainable supply chains, network platform operations, queuing systems, supply chain applications and policies, statistics, management decision-making methods, operations management, game theory, trade financing, etc.

Academic Qualifications

2010 -2014	Ph.D (Full Scholarship)/ Supply Chain / University of Macau
2007 - 2010	Master / Mathematics / University of Macau
2003 - 2007	Bachelor (Full Scholarship) / Logistics Management / Macau University of Science and Technology
2015.07-08	Visiting Scholar/ Department of Logistics and Maritime Studies/The Hong Kong
2017.07-08	Polytechnic University

Professional Experiences

2022.07- Present	Department Head of Decision Sciences School of Business, Macau University of Science and Technology
2024.07- Present	Professor School of Business, Macau University of Science and Technology
2019.7-2024.6	Associate Professor School of Business, Macau University of Science and Technology
2014.09 - 2019. 06	Assistant Professor School of Business, Macau University of Science and Technology
2013.09 - 2014. 08	Lecturer, School of Business, Macau University of Science and Technology
2012 – 2013	Part-time Lecturer,

Professional Qualifications and Awards

Chartered Member, The Chartered Institute of Logistics and Transport.

2020/2021 Macau LIB Research Award

2020/2021 Teaching Excellence Award

2019/2020 Cloud Classroom Teaching Excellence Award

2019/2020 Macau University of Science and Technology Teaching Achievement Award

2018/2019 Guangdong Province Undergraduate University Logistics Management and Engineering
Major Excellent Teaching Achievement Second Prize

2016 Bank of China Excellent Research Award by Macau University of Science and Technology.

Membership of Academic Associations and Community Service

Committee Member, Macau Youth Research Association.

Committee Member, Macau Political and Economic Research Association.

Committee Member, Civil Aviation Policy Research Institute.

Committee Member, CILT Macau.

Member, INFORMS.

Organizing Committee Member/Session Chair, The Seventh POMS-HK International Conference.

Journal Paper Reviewer, Manufacturing and Service Operations Management, Production and
Operations Management, European Journal of Operations Research, International Journal of
Production Economics, Transportation Research Part E, Annals of Operations Research, etc.

Selected Publications

Journal Articles:

1. K. Li and Z. Lian. X.Li*, (2025) Share or not Share Capacity? Target Customer Type in Batch Service Queue Systems, *European Journal of Operational Research*. Forthcoming.
2. **Li, Xin**, Balasubramanian, H., Chen, Yan*, & Pang, Chuan (2023), Managing conflicting revenue streams from advertisers and subscribers for online platforms. *European Journal of Operational Research*. Dec. 314(1).
3. Y. Shi, Z. Lian, **Li, Xin** * and Q. Long. (2023), Social Welfare Optimisation in a Hotelling Model with Two Double-sided Queues, *International Journal of Shipping and Transport Logistics*, Dec. online. DOI: 10.1504/IJSTL.2023.10050983 .
4. **Li, Xin**, M. Wu, C. Shi, Yan Chen*, (2023), Impacts of green credit policies and information asymmetry: From market perspective. *Resources Policy*, March, 81: 103395.
5. **Li, Xin**, Q. Li*, and P. Guo. (2021), Time-based or fixed-fee? How to penalize cancellation of orders of car-hailing applications. *International Journal of Production Economics* Feb. 232 107960.
6. Zhang, Jinjin, **Li, Xin**, Yong-Hong Kuo, and Yan Chen* (2021), Coordinating supply chain financing for e-commerce companies through a loan contract. *SAGE Open*. Dec. Vol 11, No. 4.
7. **Li, Xin**, Z. Lian*, and Chuan Pang. (2020), Efficient coordination of supply contracts with demand learning and two production modes. *International Journal of Production Economics*, Jul. 225 107585.

8. **Li, Xin**, Q. Li, P. Guo, Z. Lian. (2017) "On the Uniqueness and Stability of Equilibrium in Quality-Speed Competition with Boundedly-Rational Customers: the Case with General Reward Function and Multiple Servers." *International Journal of Production Economics*. Vol. 193, pp, 726-736.
9. **Li, Xin**, P. Guo, Z. Lian. (2017) "Price-Capacity Decisions and Service Sustainability with Boundedly Rational Customers." *Naval Research Logistics*. Vol. 64. No. 4.
10. **Li, Xin**, K. K. Choong, Z. Lian, X. Liu. (2016) "A Quantity-Flexibility Contract with Coordination." *International Journal of Production Economics*. Vol. 9, pp. 273-284.
11. X. Xu, Z. Lian, **Li, Xin***, P. Guo. (2016) "A Hotelling Queue Model with Probabilistic Service." *Operations Research Letters*. Vol. 44, No. 5, pp. 592-597.
12. **Li, Xin**, H. Chen, X. Tao. (2016) "Pricing and Capacity Allocation in Renewable Energy." *Applied Energy*. Vol. 179, pp. 1097-1105.
13. Y. Shi, **Li, Xin***, P. Fan. (2016) "Optimization of an M/M/ ∞ Queueing Systems with Free Experience Service." *Asia-Pacific Journal of Operational Research*. Vol. 33, No. 6.
14. **Li, Xin**, P. Guo, Z. Lian. (2016) "Quality-Speed Competition in Customer-Intensive Services with Boundedly Rational Customers." *Production and Operations Management*. Vol 25, No.11, pp. 1885–190. (UTD-24 list).

Selected Papers Under Preparation:

1. **X. Li**, Z. Lian* and Y. Shi. "Strategic Equilibrium of Service Capacity Co-opetition with Time Sensitive Customers" R&R in *OR Spectrum*
2. **X. Li**, K. Li and Z. Lian. "Co-opetition in Batch Serving Service System with Limited Capacity" Submit to *Production and Operations Management*

Recent Selected Research Projects:

1. Service Operation Management in Sharing Economy with Strategic Customers or Boundedly Rational Customers , National Natural Science Foundation of China , 71801233 , RMB 180,000, 2019-2021 , (Completed and **rated "Excellent" in 2024**) **PI**.
2. "Overall Satisfaction on MFM's Dinning and Shopping Outlets Survey" 澳門國際機場專營股份有限公司 , MOP 80,000 , 2023.7-2023.12 , **PI**.
3. "建設江澳中醫藥人才交流培訓基地的路徑研究" 廣東省社會科學院江門分院 , RMB 50,000 , 2022-2023, **PI**.
4. Co-opetition in Service Capacity and Waiting-area Entertainment. Faculty Research Grants, MOP 30,000, 2022-2023, **PI**.
5. Fixed or Variable? On the Cancellation Penalty Scheme of A Car-Hailing Application with Strategic Customers. Faculty Research Grants, MOP 30,000, 2019-2020, **PI**.
6. "澳門特別行政區五年發展規劃(2016-2020 年)" 社會評估之問卷調查 , 澳門特別行政區政策研究室, MOP 280,000, 2018.1-2018.5 , **PI**.
7. The Impact of Reservation on Demand in a Quantity Flexibility Contract with Coordination, Faculty Research Grants, MOP 30,000, 2014-2015, **PI**.
8. "澳門特別行政區能源效益狀況 2023", 環境保護局 , MOP 610,000, 2023.7-2024.3, **Primary Participant**.
9. "2021-2023 年澳門酒店業和飲食業未來人才需求調研", 人才發展委員會, MOP 350,000, 2021.7-2022.4 , **Primary Participant**.
10. "澳門特別行政區能源效益狀況 2021", 環境保護局, MOP 610,000, 2021.7-2022.3, **Primary Participant**.

11. “‘新冠肺炎疲情對澳門居民生活模式的影響’調研服務”，澳門電力股份有限公司，MOP 265,000, 2020.8-2020.12, **Primary Participant.**
12. “澳門社會對橫琴開發建設意見之調查研究”，橫琴新區澳門事務局，MOP 476,388，2019.12-2020.12，**Primary Participant.**
13. 《澳門醫療融資制度》研究，澳門特別行政區衛生局，MOP 4,500,000, 2019.4-2020.5，**Primary Participant.**
14. 澳門會展業未來人才需求調研，澳門特別行政區人才發展委員會，MOP 220,000, 2019.4-2020.4，**Primary Participant.**
15. 能源效益狀況調查，澳門能源業發展辦公室，MOP 430,000, 2019.4-2020.5，**Primary Participant.**

Books:

1. Z. Lian, X. Li, Z. Li et al. Development of Macau Cargo and Logistics Management under New Circumstance, *Publication Center of University of Macau*, 2010.

Selected Conference Proceedings:

1. Y. Shi, X. Li, Z. Lian(2018. 14 Jul), *Equilibrium location and Optimization of Two Double-sided queues Based on the Hotelling Model*, the eleventh annual international conference of Chinese Scholars Association for Management Science and Engineering (CSAMSE), 2018, Ningbo.
2. X. Li (2015, 15 Nov).. *A Quantity-Flexibility Contract in Two-Stage Decision with Supply Chain Coordination*, the 11th International Conference on Computational Intelligence and Security (CIS), pp. 109-112. IEEE, 2015.(EI-index)
3. X. Li, P. Guo, Z. Lian. (2015, 3-4 Jan). *Pricing and Capacity Decisions for Bounded Rationality in a Service System*, the Sixth POMS-HK International Conference.
4. X. Xu, Z. Lian, X. Li, P. Guo. (2015, 3-4 Jan). *A Hotelling Queue Model with Probabilistic Service*, the Seventh POMS-HK International Conference.
5. X. Li, Z. Lian(2014, 15 Nov). *Optimal Pricing with Yield management in M/M/c*, the 2014 International Conference on Computational Intelligence and Security (CIS'2014). (EI-index)
6. T. Zhang, X. Li, B. Huang (2014, 14 Nov). *Distribution center's decisions in E-commerce with the consideration of delivery time*, 2014 7th International Joint Conference on Computational Sciences and Optimization. (EI-index)
7. Y. Chen, J. Zhang, Y. Yang, X. Li, Kuo, Y.H. (2014, 4-6 July) "3-Party Loan Contract Based Purchase-Order Financing." Seventh International Joint Conference on Computational Sciences & Optimization, pp. 163-167. IEEE, 2014.(EI-index)
8. X. Li, Z. Lian. (2013, 6-9 Oct). *Optimal Pricing for VIP with Resource Sharing in Visible and Invisible Queue*, 2013 Informs Annual Meeting.
9. X. Li, P. Guo, Z. Lian. (2013, 1-4 July). *Bounded Rationality in Customer-sensitive Service System*, the 26th European Conference on Operational Research, Rome.
10. X. Li, Z. Lian, W. Zhou. (2012, 10-13 Dec). *A Quantity-Flexibility Contract in Two Periods with Supply Chain Coordination*, the 2012 IEEE International Conference on Industrial Engineering and Engineering Management, Hong Kong.
11. X. Liu, Z. Lian, X. Li. (2012, 8-11 July). *Optimize the payout probability table in slot machines*, the 25th European Conference on Operational Research, Vilnius, Lithuania.

Contributions to News Media:

1. 李新，練肇通. (2012a, 4 月 29 日). 澳門航空物流. *澳門日報*.
2. 李新，練肇通. (2012b, 2 月 12 日). 文化產業鏈拉動協力廠商物流. *澳門日報*.
3. 李新. (2015, 12 月 2 日). 叫車平臺對的士的影響與建議. *澳門日報*.