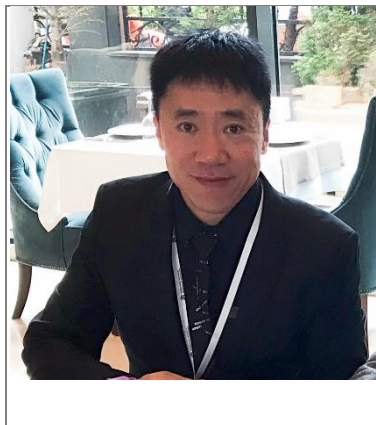


陳 玓



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學系： 決策科學系

教育背景

2016.07 – 2020.01 博士：香港理工大學；營運管理及供應鏈管理。
2003.09 – 2004.11 碩士：英國利茲大學商學院；國際營銷管理。
1997.09 – 2001.06 學士：中山大學管理學院；市場營銷。

工作經驗

2020 至今 助理教授 / 澳門科技大學
2013 – 2016 商品總監 / 廣州今譽服裝有限公司
2011 – 2013 亞太區營銷總監 / Wise Link 集團
2008 – 2011 營銷中心經理 / 廣州三盈服裝有限公司
2004 – 2008 關鍵客戶部經理 / 廣東省紡織品進出口集團

教學活動

本科教學：營運管理，整合式供應鏈的全渠道運作及可持續發展
研究生教學：企業管理模型與優化，商務優化理論，供應鏈管理

研究領域

營運管理、供應鏈協同優化、全渠道運作、大數據分析及應用、區塊鏈應用以及供應鏈可持續發展

學術成果

1. Che, P. H., & **Chen, Y.** (2025). Probabilistic Selling with Unsealing Strategy: An Analysis in Markets with Vertical-Differentiated Products. *Mathematics*

(2227-7390), 13(12). (SCI, Q1, 29/483 in Mathematics, 2025 IF: 2.2;
Achievement Level: Outstanding)

2. **Chen, Y.** (2024). How blockchain adoption affects supply chain sustainability in the fashion industry: A systematic review and case studies. *International Transactions in Operational Research*, 31(6), 3592-3620. (SSCI, Q2, 171/401 in Management, 2025 IF:3.1; Achievement Level: Tier 1)
3. 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. (SSCI, Q1, 4/316 in Business, 2025 IF: 13.9; Achievement Level: Outstanding)
4. 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. (SCI, Q1, 5/106 in Operations Research & Management Science, 2025 IF: 10)
5. 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. (SCI, Q1, 5/106 in Operations Research & Management Science, 2025 IF: 10)
6. **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. (SCIE, Q1, 23/106 in Operations Research & Management Science, 2025 IF: 4.5)

期刊审稿人（部分）

IEEE Transaction on Engineering Management (SSCI)

Transportation Research Part E (SSCI)

Technological Forecasting and Social Change (SSCI)

Journal of Fashion Marketing and Management (SSCI)

International Transactions in Operational Research (SSCI)

International Journal of Production Economics (SCI)

Applied Computing and Informatics (SCI)

Information Sciences (SCI)

其他專業資格 / 獎項 / 活動

- Chartered Member, The Chartered Institute of Logistic and Transport (CILT).
- Committee Member, CILT Macau.
- Council Member, Guangzhou Textile Engineering Society.
- Organizing Committee Member/Session Chair, International Conference on Traffic and Logistic Engineering (ICTLE) / International Conference on Innovation and Industrial Logistics (2023/2024).
- Invited Speaker, 2024 Guangdong-Hong Kong-Macao Greater Bay Area Smart Logistics Academic Conference.
- Invited Speaker, The 24th COTA International Conference of Transportation Professionals (CICTP 2024)
- Invited Speaker, 2023 The 1st Guangdong-Hong Kong-Macao Greater Bay Area Business Administration Case Study Forum.

其他專業資格/活動

- 英國皇家物流與運輸學會註冊會員
- 英國皇家物流與運輸學會澳門分會理事
- 廣州市紡織工程學會理事會理事
- 組委會成員/分論壇主席，International Conference on Traffic and Logistic Engineering (ICTLE) / International Conference on Innovation and Industrial Logistics (2023/2024).
- 演講嘉賓，2024年粵港澳大灣區智慧物流學術研討會
- 演講嘉賓，第24屆COTA国际交通科技年会（CICTP2024）
- 演講嘉賓，首屆粵港澳案例工作坊及案例論壇（2023）

獎項/榮譽

- 澳門科技大學“教學杰出獎”[杰出教師]（2022/2023學年）
- 香港理工大學ISE博士生年會最佳報告獎（2017）
- 廣東省服裝產業十大職業經理人[廣東省服裝服飾行業協會]（2014-2015）