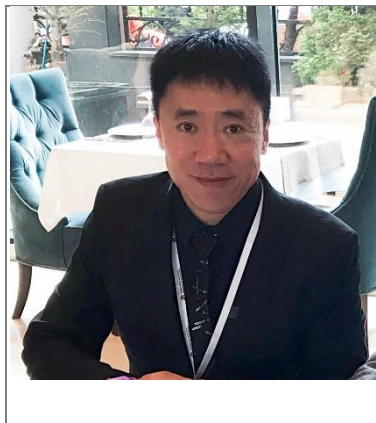


陈 玥



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学系： 决策科学系

教育背景

2016.07 – 2020.01 博士：香港理工大学；营运管理及供应链管理.
2003.09 – 2004.11 硕士：英国利兹大学商学院；国际营销管理.
1997.09 – 2001.06 学士：中山大学管理学院；市场营销.

工作经验

2020 至今 助理教授 / 澳门科技大学
2013 – 2016 商品总监 / 广州今誉服装有限公司
2011 – 2013 亚太区营销总监 / Wise Link 集团
2008 – 2011 营销中心经理 / 广州三盈服装有限公司
2004 – 2008 关键客户部经理 / 广东省纺织品进出口集团

教学活动

本科教学：营运管理，整合式供应链的全渠道运作及可持续发展
研究生教学：企业管理模型与优化，商务优化理论，供应链管理

研究领域

营运管理、供应链协同优化、全渠道运作、大数据分析及应用、区块链应用以及供应链可持续发展

学术成果

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)

其他专业资格 / 奖项 / 活动

- 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.

其他专业资格/活动

- 英国皇家物流与运输学会注册会员
- 英国皇家物流与运输学会澳门分会理事
- 广州市纺织工程学会理事会理事
- 组委会成员/分论坛主席，International Conference on Traffic and Logistic Engineering (ICTLE) / International Conference on Innovation and Industrial Logistics (2023/2024).
- 演讲嘉宾，2024年粤港澳大湾区智慧物流学术研讨会
- 演讲嘉宾，第24届COTA国际交通科技年会（CICTP2024）
- 演讲嘉宾，首届粤港澳案例工作坊及案例论坛（2023）

奖项/荣誉

- 澳门科技大学“教学杰出奖”[杰出教师]（2022/2023学年）
- 香港理工大学ISE博士生年会最佳报告奖（2017）
- 广东省服装产业十大职业经理人 [广东省服装服饰行业协会]（2014-2015）