



Yufei Huang



Department of Management Science and Innovation
University College London
Gower Street, London, WC1E 6BT, UK

Email: yufei.huang.10@ucl.ac.uk

Tel: +44 (0) 7411 192 192

Webpage: <http://www.homepages.ucl.ac.uk/~uceiyuh>

EDUCATION

- Ph.D. Candidate**, Department of Management Science and Innovation, University College London, UK 2010.09~Present
- Teaching and Learning Support Scholarship from Faculty of Engineering
- Ph.D. Student**, School of Management, Xi'an Jiaotong University (XJTU), China 2007.03~ 2010.07
- Li Xiuhuan Award for Excellence in Research
- M.S.**, Department of Physics, Xi'an Jiaotong University, China 2010
- B.E.**, School of Management, Xi'an Jiaotong University, China 2005
- Graduated with Distinction and Outstanding Graduate Award
- Research Assistant**, Department of Management Science, City University of Hong Kong 2009.08~2009.12
- Visiting Student**, Université de technologie de Troyes (UTT), France 2007.11~ 2008.12
- State-Sponsored Scholarship for Visiting Scholars from China Scholarship Council

RESEARCH INTERESTS

- New Product Development and Launch
- Marketing and Operations Management Interface
- Entrepreneurial Operations Management
- Game Theory and Behavioral Economics

WORKING PAPERS

- Yufei Huang**, Onesun Steve Yoo and Bilal Gokpinar. 2015. Effort Allocation in Entrepreneurial Selling: Impact of Learning Externality and Incumbent Reaction. Under review at *Production and Operations Management*.
- Yufei Huang**, Onesun Steve Yoo, Bilal Gokpinar, Christopher Tang. 2015. Selling to Strategic Information-Seeking Customers: A Unified Model of Learning. Working paper.
- Yufei Huang**, Tingliang Huang. On Money-back Guarantees in a Distribution Channel: Asymmetric Bargaining Power and Downstream Competition. 2015. Working paper.
- Taiwen Feng and **Yufei Huang**. 2015. Market Newness and Marketing-Manufacturing Integration: The Moderating Effect of Competitive Intensity. Working paper.

JOURNAL PUBLICATIONS

- Nengmin Wang, Yungao Ma, Zhengwen He, Ada Che, **Yufei Huang**, Jinpeng Xu. The impact of consumer price forecasting behavior on the bullwhip effect. 2014. *International Journal of Production Research*, 52 (22), 6642-6663.
- Yungao Ma, Nengmin Wang, Ada Che, **Yufei Huang**, Jinpeng Xu. The bullwhip effect under different information-sharing settings: a perspective on price-sensitive demand that incorporates price dynamics. 2013. *International Journal of Production Research*, 50 (10), 3085-3116.
- Yungao Ma, Nengmin Wang, Ada Che, **Yufei Huang**, Jinpeng Xu. The bullwhip effect on product orders and inventory: a perspective of demand forecasting techniques. 2013. *International Journal of Production Research*, 51 (1), 281-302.
- Yufei Huang**, Feng Chu, Chengbin Chu, Yingluo Wang. Determining the number of new employees with learning, forgetting and variable wage with a Newsvendor model in pull systems. 2012. *Journal of Intelligent Manufacturing*, 23 (1): 73-89.
- Yufei Huang**, Guangliang Li. The transfer matrix for the open chain from giant gravitons. 2010. *Chinese Physics C*, 34, 949.

- Qingyong Lin, Guangliang Li, **Yufei Huang**. A boundary matrix for AdS/CFT SU(1|1) spin chain. 2009. *Journal of Statistical Mechanics: Theory and Experiment*, P12001.

HONOURS AND AWARDS

- Teaching and Learning Support Scholarship from Faculty of Engineering, University College London (2012)
- Five Year PhD Studentship (Tuition & Stipend) from University College London (2010~ 2015)
- Li Xiuhuan Award for Excellence in Research from the School of Management, Xi'an Jiaotong University (2009)
- State-Sponsored Scholarship for Visiting Scholars from China Scholarship Council (CSC) (2007~ 2008)
- 4 times First-Class Siyuan Scholarship for Graduate Student from Xi'an Jiaotong University (2006~ 2010)
- Outstanding Graduate Award from Xi'an Jiaotong University (2005)
- National Silver Medal of "Challenge Cup" Business Plan Contest in China (2004)
- 3 times Siyuan Scholarship for Undergraduate Student from Xi'an Jiaotong University (2002~ 2005)
- Freshman Scholarship from Xi'an Jiaotong University (2001)

TEACHING EXPERIENCE

Guest Teacher, London School of Economics and Political Sciences (LSE)	2012~Present
<ul style="list-style-type: none"> • Seminar teacher for a postgraduate course: OR436 Operations Management • Seminar teacher for an undergraduate course: OR202.1 Operations Research 	
Teaching Assistant, London Business School (LBS)	2011~Present
<ul style="list-style-type: none"> • Workshop teacher for a MBA/EMBA course: Project Management 	
Teaching Assistant, University College London (UCL)	2012~2014
<ul style="list-style-type: none"> • Seminar teacher for an undergraduate course: MSIN2003 Business Analytics 	

CONFERENCE PRESENTATIONS

- Yufei Huang, Onesun Steve Yoo, Bilal Gokpinar Christopher Tang. Selling to Strategic Information-Seeking Customers: A Unified model of Learning. INFORMS Annual Meeting, October 2013, Minneapolis, USA.
- Yufei Huang, Bilal Gokpinar. Optimal Product Design Strategy: The Role of Component Sharing and Concurrent Engineering. INFORMS Annual Meeting, October 2013, Minneapolis, USA.
- Yufei Huang, Onesun Steve Yoo, Bilal Gokpinar. Optimal Sales Effort Allocation Strategy for an Entrepreneur: The Role of Customer Learning Externality and Incumbent Reaction.
 - MSOM Annual Meeting, July, 2013, Fontainebleau, France.
 - Trans-Atlantic Doctoral Conference, May, 2013, London, UK.
- Yufei Huang. Innovation Management and New Product Development. Invited presentation at University of Greenwich for The Science and Technology Delegation from Guangxi province of China, December 2011, London, UK.
- Yufei Huang, Yingluo Wang. Optimal Employment Policies with Learning and Forgetting in a Style Good Factory. INFORMS Annual Meeting, October 2009, San Diego, USA.
- Yufei Huang, Feng Chu, Chengbin Chu, Yingluo Wang. Determining the number of new employees with learning effect and variable wage in Newsvendor model. Human and Organizational Factors in Planning and Scheduling Conference (HOPS), September 2008, Lausanne, Switzerland.

COURSEWORKS

@University College London

Econometrics for Policy, Statistical Design of Investigations, Behavioral Economics, Advanced Microeconomic Theory, Empirical Industrial Organization, Modeling in Operations Management

@London School of Economics

Advanced Microeconomics, Econometric Methods

@London Business School

Optimization, Modeling and Analysis, Revenue Management, Statistical Research Methods, Dynamic Programming and

Stochastic Models

@London Taught Course Centre for PhD Students in the Mathematical Science

Models, Stochastic Process, Fundamental Theory of Statistical Inference, Statistical Modeling and Estimation

MISCELLANEOUS

- **Professional Affiliations:** INFORMS, MSOM, POMS,
- **Academic Service:** ad hoc reviewers for *International Journal of Production Research*, *Journal of Intelligent Manufacturing*, *Journal of Industrial and Management Optimization*
- **Computer Skills:** Matlab (advanced), Stata (advanced), Microsoft Project (advanced), @Risk (advanced), C (intermediate), Python (intermediate), SPSS (intermediate),
- **Language:** Chinese (native), English (fluent)

PERSONAL

- Married with Two Children: Sophie (2012) and Alice (2014)
- Football Referee (National Rank 2 in China)
- Amateur Saxophone Player
- Table Tennis