



Yufei Huang



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EDUCATION

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- 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
 - Five-year fully funded PhD scholarship
- 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

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

CURRENT RESEARCH PAPERS

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- **Yufei Huang**, Onesun Steve Yoo, Bilal Gokpinar, Christopher Tang. 2015. Selling fashionable products: Change price or facilitate learning? Working paper.
 - **Yufei Huang**, Tingliang Huang, Ying-Ju Chen. 2015. On money-back guarantees in a distribution channel: Asymmetric bargaining power and downstream competition. Working paper.
 - **Yufei Huang**, Onesun Steve Yoo and Bilal Gokpinar. 2015. Effort allocation in entrepreneurial selling: Impact of learning externality and incumbent reaction. Under revision.
 - Taiwen Feng and **Yufei Huang**. 2015. Market newness and marketing-manufacturing integration: The moderating effect of competitive intensity. Under review.

PREVIOUS PUBLICATIONS

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- The impact of consumer price forecasting behavior on the bullwhip effect. 2014. *International Journal of Production Research*, 52 (22), 6642-6663. (with Nengmin Wang, Yungao Ma, Zhengwen He, Ada Che, 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. (with Yungao Ma, Nengmin Wang, Ada Che, 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. (with Yungao Ma, Nengmin Wang, Ada Che, Jinpeng Xu)
 - 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. (with Feng Chu, Chengbin Chu, Yingluo Wang)
 - The transfer matrix for the open chain from giant gravitons. 2010. *Chinese Physics C*, 34, 949. (with Guangliang Li)
 - A boundary matrix for AdS/CFT SU(1|1) spin chain. 2009. *Journal of Statistical Mechanics: Theory and Experiment*, P12001. (with Qingyong Lin, Guangliang Li)

TEACHING EXPERIENCE

- Instructor, University College London (UCL)** 2015
- Invited to teach an undergraduate course MSIN2003 Business Analytics (starting from Sep. 2015)
- Tutorial Teacher, London School of Economics and Political Sciences (LSE)** 2012~Present
- Seminar teacher for a postgraduate course: OR436 Operations Management 2012, 2013, 2015
 - Seminar teacher for an undergraduate course: OR202.1 Operations Research 2014
(Average teaching evaluation score in 2015: **1.53**, with 1 as the highest score)
- Teaching Assistant, London Business School (LBS)** 2011~Present
- Workshop teacher for a MBA/EMBA course: Project Management
(This course won **MBA Teaching Award** in 2013)
- Teaching Assistant, University College London (UCL)** 2012~2014
- Seminar teacher for an undergraduate course: MSIN2003 Business Analytics
 - Won **Teaching and Learning Support Scholarship** from Faculty of Engineering, University College London, 2012 (£2000 awarded each year to only 1 student in Faculty of Engineering)

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)

CONFERENCE PRESENTATIONS

- Yufei Huang, Onesun Steve Yoo, Bilal Gokpinar, Christopher Tang. Selling to strategic information-seeking customers: A unified model of learning.
 - POMS Annual Meeting, May 2015, Washington DC, USA.
 - 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.

ADVANCED COURSEWORK

@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, Isaac Newton Institute for Mathematical Sciences
- **Academic Service:** ad hoc reviewer for *Production and Operations Management*, *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

REFERENCES

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