

Jing (Jenny) Chen

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Research Interests

Supply chain management, revenue management, dynamic pricing, and returns policies

Education

- 2004-2008 Ph.D., Management Science (expected to complete in June 2008)
Richard Ivey School of Business, University of Western Ontario
Title: *Revenue Management in the Presence of Customer Returns*
Dissertation Chair: Professor Peter C. Bell
Proposal defended in May 2007
- 1989-1991 M. Sc., Automatic Control Engineering
Beijing Institute of Technology (BIT), Beijing, China
- 1985-1989 B.Sc., Electronic Engineering (top 3% in graduating class)
Beijing University of Aeronautics and Astronautics (BUAA), Beijing, China

Professional Experience

- 2003-2004 Visiting Research Scholar
Conducted research on revenue management with Prof. Peter C. Bell
Richard Ivey School of Business, University of Western Ontario
- 1997-2003 Deputy Director (2000-2003), Program Manager (1997-2000)
Organized culture, economical, scientific activities
Department of Science and Technology, China Culture Exchange Center,
Beijing, China
- 1991-1997 Electronic Engineer (1993-1997), Assistant Electronic Engineer (1991-1993)
Designed and developed electronic devices
China Aerospace Industrial Corporation, Beijing, China
- 1989-1991 Graduate Research Assistant
Department of Automatic Control
Beijing Institute of Technology, Beijing, China

Teaching Experience

- Fall 2007 Instructor, *Competing with Analytics* (Bus 316), HBA core course
Richard Ivey School of Business, University of Western Ontario
- Summer 2007 Instructor, *Operations Management* (MOS 330a), for senior undergraduates
Management and Organizational Studies, Faculty of Social Science
University of Western Ontario
Teaching evaluation is 5.6/7

Publications and Working Papers

Bell, P. C., Chen, J., 2006, Cutting Costs or Enhancing Revenues? An Example of a Multi-Product Firm with Impatient Customers Illustrates an Important Choice Facing Operational Researchers. *Journal of the Operational Research Society*, 57, 443-449

Chen, J., Bell, P. C., The Impact of Customer Returns on Pricing and Order Decision. *European Journal of Operational Research*, under the third review, 2007

Chen, J., Bell, P. C., The Impact of Supply Chain Decision-Making on a Firm's Operational and Strategic Decisions, to be submitted to *Journal of the Operational Research Society*, 2007

Chen, J., Bell, P. C., Revenue Management to Enhance Profit in a Dual-Channel Supply Chain, manuscript completed, 2007

Chen, J., Bell, P.C., The Impact of Customer Returns on Competing Firms, manuscript completed, 2007.

Business Case: "Lake Erie Paper", Under the supervision of Bell, P.C., Ivey Publishing Number 9B07E002, 3 pages; *Richard Ivey School of Business*, 2007

Business Case: "Texas Children's Hospital: Contract Optimization", Under the supervision of Bell, P.C., Ivey Publishing Number 9B04E012, 9 pages; *Richard Ivey School of Business*, 2004

Conference Presentations

Chen, J., Bell, P.C., (2005), "Cutting Costs or Enhancing Revenues? An Example of a Multi-Product Firm with Impatient Customers Illustrates an Important Choice Facing Operational Researchers", CORS Conference, May 16-18, Halifax, Canada and INFORMS Annual Meeting, November 16-18, San Francisco, U.S.

Chen, J., Bell, P. C., "Integrating Optimal Pricing and Return Policies for Enhancing Revenue: The Impact of Customer Returns on Competing Chains", CORS Conference, May 8-10, Montreal, Canada

Chen, J., (2006), "Revenue Management with Returns Policies: Supply Chain Issues", First Annual Supply Chain Management Doctoral Students Colloquium, October 4, Toronto, Canada

Chen, J., Bell, P.C., (2006), "The impact of Customer Returns on Optimal Pricing and Inventory Policies", Section Chair, INFORMS Annual Meeting, Nov. 4-8, 2006, Pittsburgh, U.S.

Chen, J., Bell, P.C., (2007), "Revenue Management and Returns Policies", CORS Conference, May 14-16, London, Canada

Chen, J., Bell, P. C., "Market Segmentation Using Customer Returns Policy to Enhance the Firm's Profit", Section Chair, INFORMS Annual Meeting, Nov. 4-7, 2007, Seattle, U.S.

Chen, J., Bell, P.C., (2007), "The Impact of Supply Chain Decision-Making on a Firm's Operational and Strategic Decisions", DSI Annual Meeting, Nov. 17-20, 2007, Phoenix, U.S.

Teaching Training

Fall 2007 Teaching Assistant, Pre-MBA course, Quantitative Analysis
Richard Ivey School of Business, University of Western Ontario

Spring 2006 Communication in the Canadian Classroom Workshop
Teaching Support Center, University of Western Ontario

August 2005 Case Teaching Workshop
Richard Ivey School of Business, University of Western Ontario

April 2005 Case Writing Workshop
Richard Ivey School of Business, University of Western Ontario

Professional Affiliations

Member, Institute for Operations Research and Management Science (INFORMS)
Member, Canadian Operational Research Society (CORS)

Awards

Excellence Doctoral Fellowship, Richard Ivey School of Business, the University of Western Ontario, 2004-2008

International Graduate Scholarship, the University of Western Ontario, 2004-2007

People's Scholarship, Beijing University of Aeronautics and Astronautics, Beijing, China, 1986-1988

Computer Languages and Software

FORTRAN, SPSS, Matlab, Excel, PCL, Assembly Language

References

Peter C. Bell

Professor in Management Science and Information Systems
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Greg Zaric

Canada Research Chair in Health Care Management Science
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Cornell University
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