

# Pi-Ying Yen



**Title:**

**Faculty:**

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**Dept/Fields:**

## Academic Qualification

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## Working Experience

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## Teaching Activities

- BBAE16508 ERP Application in Supply Chain
- MBSZ13 Information Technology Service Management
- MBGZ14 Supply Chain and Enterprise Resource Planning
- MBSZ09 Contemporary Topics in Supply Chain Management
- MBGZ12 Special Topic in Supply Chain Analysis

## Research Areas

Socially Responsible Operations, Supply Chain Management, Marketing-Operations Interface

### **Selected Publications**

- Yanzi Chen, Pi-Ying Yen, Yujie Zhang, & Haoyu Liu (2023). Conducting Business Disciplinary Research by Playing Educational Games: A Case of the Forecast Sharing Game in Supply Chain Management. *The International Journal of Management Education*, 21(2), 100773.
- Haoyu Liu & Pi-Ying Yen (2022). Implementation and improvement of the sailboat game: Evidence from two cities. *Journal of Education for Business*, 97(7), 483-489.
- Pi-Ying Yen, Ying-Ju Chen, & Qiao-Chu He (2021). A Better Buy-one-give-one Business Model. *Naval Research Logistics*, 68(8), 1070-1081.
- Reference Effect and Subsidy Preferences in Charitable Giving (with Haoyu Liu, Dongwon Lee, and Ying-Ju Chen), *Major Revision in Manufacturing & Service Operations Management (UTD24, FT50)*

### **Book Chapters**

- Lanting Yang, Haoyu Liu, & Pi-Ying Yen (2023). Machine Learning in the Catering Industry. In John Wang (Ed.), *Encyclopedia of Data Science and Machine Learning* (pp. 277-285). IGI Global.
- Siyao Li, Haoyu Liu, & Pi-Ying Yen (2023). Virtual Singers Empowered by Machine Learning. In John Wang (Ed.), *Encyclopedia of Data Science and Machine Learning* (pp. 314-321). IGI Global.
- Ruixin Xing, Pi-Ying Yen, & Haoyu Liu (2023). Residential Choices of the Elderly under Medical and Aged Care Integration: Evidence from Shanghai. In Ben Yuk Fai Fong & William Chi Wai Wong (Eds.), *Gaps and Actions in Health Improvement from Hong Kong and Beyond: All for Health*. Springer.
- Haoyu Liu, Bowen Dong, & Pi-Ying Yen (2022). Virtual Reality in Patient-Physician Relationships. In Yuk Ming Tang, Ho Ho Lun, & Ka Yin Chau (Eds.), *Cases on Virtual Reality Modeling in Healthcare* (pp. 63-84). IGI Global.

### **Research Grands**

- Principal Investigator, Social Responsibility in Inventory Management, Macau University of Science and Technology Faculty Research Grants, 2023
- Professional Development Grants for Macao Higher Education Institutions, Macao Special Administrative Region Government, 2023

### **Other Professional Activities**

- Session Chair, The 11th POMS-HK Chapter International Conference, 2020
- Member of INFORMS, MSOM and POM, 2019 until now

- Co-founder & Program Lead, Philanthropy in Motion HK Chapter, 2017
- Reviewer for MSOM, NRL, IJSTL and IACMR

**Honors/Awards**

- HKUST Postgraduate Studentship, HKUST, Hong, Kong, 2016-2020
- HK & Taiwan Academic Exchange Scholarship, HMTCF, Hong Kong, 2018
- Social Entrepreneurship Program Scholarship, IITM, India, 2018
- Excellent Teaching Assistant Award, NTU, Taiwan, 2015 & 2016

*Updated on August 15, 2023*