

## Hongfan(Kevin) Chen

The Chinese University of Hong Kong Business School  
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<b>ACADEMIC POSITIONS</b>	<i>Assistant Professor</i> Department of Decisions, Operations and Technology The Chinese University of Hong Kong Business School Ma Liu Shui, HONG KONG, CHINA	Dec 2020 - Current
<b>EDUCATION</b>	The University of Chicago Booth School of Business, Chicago, IL, US, <b>Doctor of Philosophy: Operations Management</b> Ph.D. Minor: Economics Ph.D. Minor: Optimization Computation and Algorithms (OCA) <b>Master of Business Administration (MBA)</b> Advisors: John R. Birge, Ozan Candogan, N. Bora Keskin, Daniela Saban and Amy Ward	Aug 2014 - Dec 2020
	Georgia Institute of Technology, Atlanta, GA, US, <b>Bachelor of Science: Applied Mathematics</b> <b>Bachelor of Science: Industrial Engineering</b> Advisor: Andy X. Sun	Aug 2009 - May 2014
<b>RESEARCH INTEREST</b>	Revenue Management, Platform Economy, Optimization under Uncertainty	
<b>PUBLICATION</b>	“Robust Optimization with Continuous Decision-Dependent Uncertainty with Applications in Demand Response Portfolio Management”, with Andy X. Sun and Haoxiang Yang. Forthcoming in <i>SIAM Journal on Optimization</i> .	
	“To Interfere or Not To Interfere: Information Revelation and Price-Setting Incentives in a Multiagent Learning Environment”, with John R. Birge, N.Bora Keskin and Amy R. Ward. Forthcoming in <i>Operations Research</i> .	
	<ul style="list-style-type: none"><li>• Featured in <i>Chicago Booth Review</i></li><li>• Featured in <i>CUHK China Business Knowledge</i></li></ul>	
	“Markdown Policies for Demand Learning and Strategic Customer Behavior”, with John R. Birge and N.Bora Keskin. Forthcoming in <i>Operations Research</i> .	
	<ul style="list-style-type: none"><li>• Featured in <i>Chicago Booth Review</i></li></ul>	
	“Optimal Commissions and Subscriptions in Networked Markets”, with John R. Birge, Ozan Candogan and Daniela Saban. <i>Manufacturing &amp; Service Operations Management</i> , 23 (2021), pp 569–588.	
	<ul style="list-style-type: none"><li>• Preliminary version in <i>Proceedings of the 19th ACM Conference on Economics and Computation (EC '18)</i></li></ul>	
<b>WORKING PAPERS</b>	“When A Platform Competes with Third-Party Sellers in Networked Markets: A Revenue Management Perspective”, with Hai Wang. Submitted.	

“Supply Disruption in Multi-Tier Supply Chains: Competition and Network Configuration”, with Yixin Zhu and Sean X. Zhou. Submitted.

“Optimal Pricing for Queueing Systems with Loss-Averse Customers”, with Jian Cao, Yongjian Guo and Junfei Huang. Working in progress.

“Optimal Growth in Networked Market”, with Yixin Zhu, Sean X. Zhou and Renyu P. Zhang. Working in progress.

“Learning to Rank under Strategic Manipulation in Small and Large Markets”, with Qinzhen Li and Yifan Feng. Working in progress.

- Preliminary version selected for *MSOM Service SIG 2023*

## GRANT

**General Research Fund (GRF)** Research Grant PI, HKD 521,601, Hong Kong Research Grants Council, 2022

**General Research Fund (GRF)** Research Grant PI, HKD 388,345, Hong Kong Research Grants Council, 2023

## TEACHING

*Instructor*

Dec 2020 - Current

The Chinese University of Hong Kong Business School

- DSME 2030 – Operations Management
  - Spring 2021 - 5.44/6, 5.44/6, 5.50/6
  - Spring 2022 - 5.27/6, 5.12/6, 5.44/6
  - Spring 2023 - 5.38/6, 5.62/6, 5.67/6

*Teaching Assistant*

Aug 2016 - Jun 2020

The University of Chicago Booth School of Business

- BUSN 40000– Operations Management: Business Process Fundamentals
- BUSN 40108 –Revenue Management
- BUSN 40110 – Managing Service Operations
- BUSN 36106 – Managerial Decision Modeling
- BUSN 40721 – Healthcare Analytics Lab
- BUSN 39001 – Strategy and Structure

*Teaching Assistant*

Aug 2013 - May 2014

Georgia Institute of Technology

- MATH 1503 - Calculus III
- MATH 2406 - Differential Equations
  - Average TA rating 4.73/5

## OTHER

*Data Scientist Intern*

Summer 2019

**PROFESSIONAL** Airbnb, San Francisco, CA, US

**EXPERIENCE**

- Developed models to measure supply constraint in personalized searches
- Estimated the impact of ranking positions on customer searches and made recommendations to page design experiments

*Applied Scientist Intern*

Summer 2018

Amazon, Seattle, WA, US

- Developed structural estimation models to capture customer behavior
- Evaluated the impact of the Prime membership price change

- Developed statistical packages for the software development team in model implementation

*Supply Chain Analyst Intern* Summer 2014  
Cox Enterprises, Atlanta, GA, US

*Senior Design Student Consultant* Fall 2013  
Interface, LaGrange, GA, US  
• First place in Senior Design Competition

*Supply Chain Engineer Intern* Summer 2013  
Hewlett Packard, Atlanta, GA, US

*Software Development Intern* Fall 2011, Summer 2012, Spring 2013  
ABB Enterprise Software, Atlanta, GA, US

**SEMINARS**

Chinese University of Hong Kong, SEEM, Spring 2023  
Hong Kong University of Science and Technology, OM Workshop, Winter 2022  
City University of Hong Kong, College of Business MSE, Winter 2022  
Hong Kong Polytechnic University, LMS, Fall 2021  
Hong Kong University of Science and Technology, IEDA & ISOM, Spring 2020  
National University of Singapore, DAO, Spring 2020  
Chinese University of Hong Kong, Business School DSE, Winter 2019  
London Business School, MSO, Winter 2019  
University College London, School of Management, Winter 2019  
Indiana University in Bloomington, Kelley School of Business, Winter 2019  
Boston College, Carroll School of Management, Winter 2019

**OTHER TALKS**

Amazon Research Symposium, Winter 2017

**PHD STUDENTS  
(CO-  
)SUPERVISED**

Yixin Zhu, The Chinese University of Hong Kong Business School, Spring 2025  
Qinzhen Li, National University of Singapore IORA, Spring 2026  
Jian Cao, Beijing University of Posts and Telecommunications, Spring 2023

**PHD  
COMMITTEE  
MEMBER**

Jie Peng, CUHK Business School, Spring 2024  
Yufei Zhao, CUHK Business School, Spring 2023  
Zhuoluo Zhang, CUHK Business School, Spring 2022  
Zi'ang Wang, CUHK Business School, Spring 2022

**HONORS &  
AWARDS**

Katherine Dusak Miller PhD Fellowship, Chicago Booth 2017, 2020  
Joseph A. and Susan E. Pichler PhD Fellowship , Chicago Booth 2015  
INFORMS Undergraduate Best Paper Award, INFORMS 2014  
Outstanding Undergraduate Research Award, Georgia Tech 2014  
Alpha Pi Mu Academic Excellence Award, Georgia Tech 2014  
President's Undergraduate Research Award, Georgia Tech 2013, 2014  
IIE Academic Award Finalists, Georgia Tech IIE Chapter 2013  
First Place in IE Senior Design Competition, Georgia Tech 2012