Hongfan(Kevin) Chen

The Chinese University of Hong Kong, CUHK Business School
12 Chak Cheung St, Ma Liu Shui, Hong Kong, China
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Academic Positions

Assistant Professor — Dec 2020 - Current
Department of Decisions, Operations and Technology
The Chinese University of Hong Kong Business School
Ma Liu Shui, HONG KONG, CHINA

Education

The University of Chicago — Aug 2014 - Dec 2020
Booth School of Business, Chicago, IL, US,
Doctor of Philosophy: Operations Management
Ph.D. Minor: Economics
Master of Business Administration (MBA)
Advisors: John R. Birge, Ozan Candogan, N. Bora Keskin, Daniela Saban and Amy R. Ward

Georgia Institute of Technology, Atlanta, GA, US, — Aug 2009 - May 2014
Bachelor of Science: Applied Mathematics
Bachelor of Science: Industrial Engineering

Research Area

Platform Economy, Pricing Strategies, Optimization under Uncertainty

(* Student Co-authors)

Working Papers

5. "Escaping the Familiarity Trap: a Field Experiment on Off-Peak Exploration in On-Demand Delivery", *Hongfan(Kevin) Chen*, Yinuo Li*, Hao Ren, Hai Wang. Manuscript in Preparation.

4. "Bayes-Optimal Analysis of Interference Bias in a Two-Sided Platform", Fernando Bernstein, *Hongfan(Kevin) Chen*, N.Bora Keskin. Manuscript in Preparation.

3. "Slide or Feed: Recommendation Layout, Monetization, and Data-Driven Learning", Shu Zhang*, *Hongfan(Kevin) Chen*, Renyu (Philip) Zhang, Zhou Zhou. Submitted to Production of Operations Management.

2. "Optimal Pricing for Queueing Systems with Loss-Averse Customers", Jian Cao*, *Hongfan(Kevin) Chen*, Yongjian Guo, Junfei Huang. Submitted to Manufacturing & Service Operations Management.

1. "Learning to Rank under Strategic Corruption: a Nonatomic Approach", Qinzhen Li*, Yifan Feng, *Hongfan(Kevin) Chen*. Submitted to Mathematics of Operations Research.

- Preliminary version selected for ***MSOM Service SIG 2023***
- Preliminary version selected for the ***25th ACM Conference on Economics and Computation (EC '24)***

Publication

7. "When a Platform Competes with Third-Party Sellers in Networked Markets: A Revenue Management Perspective", *Hongfan(Kevin) Chen*, Hai Wang. **Manufacturing & Service Operations Management**, 2026.

6. "Supply Disruption in Multi-Tier Supply Chains: Competition and Network Configuration", Yixin Zhu*, *Hongfan(Kevin) Chen*, Sean X. Zhou. **Production of Operations Management**, 2026

- Featured in *CUHK China Business Knowledge*

5. "Optimal Growth in Two-Sided Marketplaces with Heterogeneous Agents", Yixin Zhu*, *Hongfan(Kevin) Chen*, Sean X. Zhou, Renyu P. Zhang. **Production of Operations Management**, 2026, Vol. 35, No. 4, pp 1267–1284.

- Preliminary version selected for ***MSOM TIE SIG 2024***
- Featured in *CUHK China Business Knowledge*

4. "Markdown Policies for Demand Learning with Forward-Looking Customers", John R.Birge, *Hongfan(Kevin) Chen*, N.Bora Keskin. **Operations Research**, 2025, Vol. 73, No. 5, pp 2550–2566.

- Featured in *Chicago Booth Review*

3. "To Interfere or Not To Interfere: Information Revelation and Price-Setting Incentives in a Multiagent Learning Environment", John R. Birge, *Hongfan(Kevin) Chen*, N.Bora Keskin, Amy R. Ward. **Operations Research**, 2024, Vol. 72, No. 6, pp2391-2412.

- Featured in *Chicago Booth Review*
- Featured in *CUHK China Business Knowledge*
- Featured in *UNSW BusinessThink*

2. "Robust Optimization with Continuous Decision-Dependent Uncertainty with Applications in Demand Response Portfolio Management", *Hongfan(Kevin) Chen*, Andy X. Sun, Haoxiang Yang. **SIAM Journal on Optimization**, 2023, Vol. 33 , No. 3, pp2406 - 2434

1. "Optimal Commissions and Subscriptions in Networked Markets", John R. Birge, *Hongfan(Kevin) Chen*, Ozan Candogan, Daniela Saban. **Manufacturing & Service Operations Management**, 2021, Vol. 23, No. 3, pp 569–588.

- Preliminary version selected for the ***19th ACM Conference on Economics and Computation (EC '18)***

Grant

General Research Fund (GRF) Research Grant PI, 503,000 HKD, Hong Kong Research Grants Council, 2026-2027

Early Career Scheme (ECS) Research Grant (PI), 372,497 HKD, Hong Kong Research Grants Council, 2025-2026

General Research Fund (GRF) Research Grant PI, 388,345 HKD, Hong Kong Research Grants Council, 2024-2025

General Research Fund (GRF) Research Grant PI, 521,601 HKD, Hong Kong Research Grants Council, 2023-2024

Teaching

Instructor Dec 2020 - Current
The Chinese University of Hong Kong Business School

- DOTE 2030 (Undergraduate) – 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
  - Spring 2024 - 5.65/6, 5.63/6, 5.55/6
  - Fall 2024 - 4.64/6
  - Spring 2025 - 5.82/6
  - Fall 2025 - 5.46/6, 5.56/6
- DOTE 6520 (MBA) – Platform and Business Strategies
  - Spring 2024 - 6.00/6
  - Spring 2025 - 5.80/6
  - Fall 2025 - 5.91/6
- DOTE 6653 (MScBA) – Web Analytics and Intelligence
  - Spring 2024 - 5.70/6
  - Spring 2025 - 5.81/6
  - Spring 2026 - 5.91/6

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 Professional Experience

Practicum Project Advisor Spring 2026
Shenzhen Taoyuan Industrial Co., Ltd, Shenzhen, Guangdong, China

- Investigate inventory strategy improvement strategy
- Used LLM to extract insight for market demand

Practicum Project Advisor Spring 2025
HACTL, Hong Kong, China

- Provided process improvement strategy for the facility

Data Scientist Intern Summer 2019
Airbnb, San Francisco, CA, US

- 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
- Designed score card to measure supply chain reliability

Senior Design Student Consultant Fall 2013
Interface, LaGrange, GA, US
- Proposed process improvement with job shop scheduling
- Simulated scheduling policy on the floor
- 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
- Participated software product development for power systems

Seminars

Hainan University, OM Worskhop ,	Spring 2026
Southwestern University of Finance and Economics, SBA,	Spring 2026
Sichuan University, Business School,	Spring 2026
University of Electronic Science and Technology of China, SEM,	Spring 2026
The Chinese University of Hong Kong, DOT-ACY Workshop,	Spring 2024
The 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
The Chinese University of Hong Kong, CUHK Business School,	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 Student Co-authors

Yinuo Li, WashU Olin School of Business,	Spring 2030
Zewei Yu, CUHK Business School,	Spring 2030
Yiquan Chao, CUHK Business School,	Spring 2029
Shu Zhang, CUHK Business School,	Spring 2028
Chaoyuan Jiang, CUHK Business School,	Spring 2028

Qinzhen Li, NUS IORA, Spring 2027
Yixin Zhu, CUHK Business School, Spring 2025

- Initial placement: Assistant Professor at Shanghai University of Finance and Economics

Jian Cao, PhD from BUPT, Post-Doc at CUHK Business School, Spring 2024

- Initial placement: Assistant Professor at Nanjing University of Finance and Economics

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

Transportation Science Meritorious Service Award, INFORMS TSL 2025
Faculty Teaching Excellence Award, CUHK Business School 2024
Katherine Dusak Miller PhD Fellowship, Chicago Booth 2017, 2020
Joseph A. and Susan E. Pichler PhD Fellowship , Chicago Booth 2015
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 ISyE Senior Design Competition, Georgia Tech 2012

Service

Session Chair, CSAMSE, Shenyang, China 2026
Session Chair, POMS-HK, Shenzhen, China 2026
Track Chair, POMS, Atlanta, USA 2025
Session Chair, INFORMS, Indianapolis, USA 2022
Session Chair, INFORMS, Virtual Conference, USA 2020

Journal Reviewers, 2020 - Now

Main area journals: Mathematics of Operations Research(MOR), Operations Research(OR), Management Science(MS), Manufacturing & Service Operations Management(MSOM), Information Systems Research(ISR), SIAM Journal on Discrete Mathematics(SIDMA), Transportation Science(TS)

Supporting area journals: Production of Operations Management(POM), Naval Research Logistics(NRL), INFORMS Journal on Computing(IJoC), Networks, European Journal of Operational Research(EJOR)

Other journals: Journal of Systems Science and Systems Engineering(JSSE), Operational Research: an International Journal(ORIJ), Journal of Revenue and Pricing Management(JRPM), Humanities and Social Sciences Communications(HSSC), Operations Research Forum(ORF)