

Hongyan Jenny Li

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Education

- 10/2003–05/2007 Lancaster University Management School, Lancaster, UK
Ph.D in Management Science
- 09/1997–01/2000 Northeastern University, Shenyang, China
MSc in Management Science and Engineering
- 09/1993–07/1997 Northeastern University, Shenyang, China
BSc in Statistics

Research & Teaching Interests

- Operations and supply chain management
- Demand and production management
- Inventory management
- Predictive and prescriptive analytics
- Decision analysis (Multiple Criteria Decision Making)
- Revenue management
- Computer simulation for manufacturing and service systems
- Project management

Working Experiences

- 01/2023 to present Department of Economics and Business Economics, BSS, Aarhus University, Aarhus, Denmark
PhD committee member
- 12/2018 to present Department of Economics and Business Economics, BSS, Aarhus University, Aarhus, Denmark
Associate Professor
- Taught following courses:
- Operations Management (10 ECTs, Bachelor course)
 - Demand and Production Management (10 ECTs, Master course)
 - Stock and Waste Management (5 ECTs, Master course)
 - Project Management: Dynamic scheduling and control (5 ECTs, Master course)
 - Modelling, Simulation and Analysis (10ECTs, Master/Bachelor course)
 - Simulation (5ECTs, Master course)
 - Revenue Management (5ECTs, Master course)
- 02/2020 to 01/2023 Department of Economics and Business Economics, BSS, Aarhus University, Aarhus, Denmark
Teaching Coordinator for Master programme in Operations and Supply Chain Analytics

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- 04/2018 to 11/2018 *Maternity leave*
- 08/2012 to 03/2018 Department of Economics and Business Economics, BSS, Aarhus University,
Aarhus, Denmark
Associate Professor
- Taught following courses:
- Project Management: Dynamic scheduling and control (5 ECTs, Master course)
 - Revenue Management (5ECTs, Master course)
 - Modelling, Simulation and Analysis (10ECTs, Master/Bachelor course)
 - Simulation (5ECTs, Master course)
 - Mathematics for Economic Analysis (5ECTs, Bachelor course)
- 02/2011 to 07/2012 School of Business and Administration, Northeastern University, China
Associate Professor
- Taught following courses:
- E-commerce and Information management (Master course)
 - Management Information Systems (Bachelor course)
- 03/2010 to 01/2011 *Maternity leave*
- 09/2007 to 03/2010 Aarhus School of Business, Aarhus University, Aarhus, Denmark
Post Doctor
- Taught following courses:
- Revenue Management (Master course)
 - Operations and Supply Chain Management (Bachelor course)
- 10/2003–05/2007 Lancaster University Management School, Lancaster, UK
Teaching Assistant
- Taught tutorial sessions and workshops for following courses:
- Statistics and Computing for Management
 - Techniques for Management Decision-Making
 - Operations Management
 - Statistics Methods for Business
- 02/2000–09/2003 School of Business and Administration, Northeastern University, China
Lecturer
- Taught the following courses:
- Management Information Systems
 - Database Applications in Management
 - Information Economics

Publications

1. Qiuping Ma and **Hongyan Li**. 2023, A decision support system for supplier quality evaluation based on MCDM-aggregation and machine learning. *Expert systems with applications*, Published Online.
2. Johan Bach Clausen, **Hongyan Li**. Big data driven order-up-to level model: Application of machine learning. *Computers and Operations Research*. 2022, 139: 105-641.
3. Qiuping Ma, **Hongyan Li**, and Anders Thorstenson. Data-driven intelligent RCA system for quality problem solving. *Computers and Industrial Engineering*. 2021, 160: 107-580.
4. Ata Jalili Marand, **Hongyan Li**, and Anders Thorstenson. Competing on price, speed, and reliability: How does bounded rationality matter? *Journal of Operational Research Society*. 2021, 72(9): 2059-2072.
5. Ata Jalili Marand, Ou Tang, and **Hongyan Li**. Quandary of service logistics: fast or reliable? *European Journal of Operations Research*, 2019, 275(3): 983-996.
6. **Hongyan Li** and Shiming Deng. A game theoretical analysis of joint-rebate in platform-based retailing systems. *European Journal of Decision Process*. 2019, 7(1-2): 117-150.
7. Ata Marand Jalili, **Hongyan Li**, and Anders Thorstenson. Joint inventory control and pricing in a service-inventory system. *International Journal of Production Economics*. 2019, 209(1): 78-91.
8. Yongsheng Cheng and **Hongyan Li**, Anders Thorstenson. Advanced selling with double marketing efforts in a newsvendor framework. *Computers and Industrial Engineering*. 2018, 118, 352-365.
9. **Hongyan Li** and Joern Meissner, Capacity optimization and competition with cyclical and lead-time-dependent demands. *Annals of Operations Research*. 2018, 271(2), 737-763.
10. Bing-Bing Cao, Zhi-Ping Fan, and **Hongyan Li**, and Tian-Hui You. Inventory control and pricing for regret-averse Newsvendor, *RAIRO-Operations Research*, 2017, 51: 1033-1054.
11. Bing-Bing Cao, Zhi-Ping Fan, and **Hongyan Li**, and Tian-Hui You. Joint inventory, pricing, and advertising decisions with surplus and stock-out loss aversions, *Discrete Dynamics in Nature and Society*, 2016, <http://dx.doi.org/10.1155/2016/1907680>.
12. **Hongyan Li** and Anders Thorstenson. A multi-phase algorithm for a joint lot-sizing and pricing problem with stochastic demands. *International Journal of Production Research*. 2014, 52(8): 2345-2362.
13. Yang Liu, Zhi-Ping Fan, and Yuan Yuan, **Hongyan Li**. A FTA-based method for risk decision-making in emergency response. *Computers & Operations Research*. 2014, 42: 49-57.
14. **Hongyan Li**, Tianhui You. Capacity commitment and pricing for substitutable products under competition. *Journal of Systems Science and Systems Engineering*. 2012, 21(4):443-460.

15. **Hongyan Li**, Joern Meissner. Competition under capacitated dynamic lot sizing with capacity acquisition, *International Journal of Production Economics*. 2011, 131(2): 535-544.
16. **Hongyan Li**, Joern Meissner. Capacitated dynamic lot sizing with capacity acquisition, *International Journal of Production Research*. 2011, 49(16): 4945-4963.
17. **Hongyan Li**, Tianhui You and Xiaoyi Luo. Collaborative supply chain planning under dynamic lot sizing costs with capacity decision, *Journal of Systems Engineering and Electronics*, 2010, 22(2): 247-256.
18. **Hongyan Li**, Linda Hendry and Teunter Ruud. A strategic capacity allocation model for a complex supply chain: formulation and solution approach comparison, *International Journal of Production Economics*. 2009, 121: 505-518.

Book Chapter

- 'Distribution and warehousing in supply chains', (with Joern Meissner), book chapter, in *The Handbook of Technology Management*, Volume II, edited by Hossein Bidgoli, John Wiley & Sons. 2009.

White Papers

- Improving quality in Business Process Outsourcing – Achieve process and service quality with technology' (with Joern Meissner), *SAP Insight* No 50-091-185 (August 2008 – SAP Solution Briefs format).

Submitted and Working Papers

1. Yuge Bai and **Hongyan Li**. 2023. Multiple advanced selling strategies with stochastic and correlated demands. Submitted to *International Journal of Production Economics*.
2. Johan Bach Clausen and **Hongyan Li**. 2023. An empirical risk minimization approach to two-stage stochastic programs with recourse. Submitted to *International Journal of Production Economics*.
3. Mahya Hemmati, S.M.T. Fatemi Ghomi and **Hongyan Li**. 2023, Optimal pricing for an agency selling platform with bundling and risk-averse sellers. Under revision with *International Journal of Operational Research*.
4. Mahya Hemmati, S.M.T. Fatemi Ghomi and **Hongyan Li**. 2022, Pricing and sourcing strategies of complementary products considering supply disruption: bundling or not bundling? Submitted to *Journal of International Transactions in Operational Research*.

Qiuping Ma and **Hongyan Li**. 2023. Bi-dimensional supplier quality development contract design under information asymmetry: Quality Inspection or Quality Audit? Working in process.

Conference Presentations

- Joint dynamic advertisement and rebate optimization in seller-retail platforms, The 30th European Conference on Operations Research (EURO 30), June 2019. Dublin, Ireland.
- Rebate optimization in retail platform with proportional revenue sharing. The 23rd European Conference on Operations Research (EURO 27), July 2014. Barcelona, Spain.
- Competition in service supply chains with risk-averse retailer. The 23rd European Conference on Operations Research (EURO 26), July 2013. Rome, Italy
- Joint service capacity and lead time decisions with dynamic scheduling. INFORMS International Meeting, July 2012, Beijing, China.
- Hongyan Li, Capacity commitment and pricing for substitutable products. The 19th Triennial Conference of the International Federation of Operational Research Societies (IFORS 2011). July 2011, Melbourne, Australia.
- Stochastic lot sizing and pricing problem: Model and Algorithm. The 23rd European Conference on Operations Research (EURO 23), July 2009, Bonn, Germany.
- A simple coordination scheme for collaborative supply chain planning, IFSAM (International Federation of Scholarly Associations of Management) 9th World Congress, July 2008, Shanghai, China.
- Competition under dynamic lot sizing cost with capacity acquisition, INFORMS Annual Meeting, November 2006. Pittsburgh, USA.
- A strategic capacity allocation model for a complex supply chain: formulation and solution approach comparison. International Working Seminar on Production Economics, February 2006, Innsbruck, Austria.
- A strategic capacity allocation model for a complex supply chain: formulation and solution approach comparison. International Workshop on Successful Strategies in SCM. Hong Kong, January 2006.

Funded Research Projects

- 'Price and rebate optimization in retail platforms with competition', 2013-2014, Visiting professor grant. Aarhus University Research Fund.

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- 'Joint optimization of capacity and lot-sizing with dynamic demands and lot sizing costs for decentralized supply chains', National Science Foundation Project (71101021), 2012.01-2014.12. Grant holder.
- 'Joint optimization of capacity, lot-sizing and pricing under market and resource competition', National Foundation of Post-Doctor Project (20110490144), 2011.03-2013.03. Grant holder.

PhD Project Supervision

- Qiuping Ma, "Product quality management in supply chains: applications of data-driven approaches and incentive contracts", 03.2019-01.2023 (including one year maternity leave), Co-supervisor: Anders Thorstenson/Hartanto Wijaya Wong
- Johan Bach, "Predictive and prescriptive analytics in operations management: using big data and machine learning", 09.2019-08.2022, Co-supervisor: Allan Würtz
- Ata Jalili Marand, "Joint marketing and operations decisions in service/make-to-order systems", 09.2015-08.2018. Co-supervisor: Anders Thorstenson