

# Rui Yin

Department of Supply Chain Management  
W. P. Carey School of Business  
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## Employment

Aug. 2007 — Present      **Arizona State University (ASU), USA**  
Associate Professor in Supply Chain Management (2014- )  
Assistant Professor in Supply Chain Management (2007-2014)

## Education

Aug. 2002 — Jun. 2007      **University of California, Los Angeles (UCLA), USA**  
Ph.D. in Operations Management  
Dissertation: *Pricing and Production Planning for Supply Chain Management*

Jul. 2000 — Jul. 2002      **National University of Singapore (NUS), Singapore**  
M.Sc. in Mathematics  
Subject: Mathematical Programming, Operations Research

Sep. 1996 — Jun. 2000      **Peking University, Beijing, China**  
B.Sc. in Mathematics

## Research Interests

- Demand Management
  - Pricing and Inventory Management
  - Consumer Behavior in Operations Management
- Supply Management
  - Procurement and Sourcing Strategies
  - Multi-Tier Supply Chain Management

## Publications

### Peer-reviewed Journals

1. Wang, Y., R. Yin, X. Chen, S. Webster. 2022. Investment Efforts Under Complementary Sourcing: The Role of Market Risk and Endogenous Pricing. Forthcoming at *Manufacturing & Service Operations Management*.
2. Yang, Y., T. Y. Choi, C. Carter, R. Yin. 2022. Expanding the Boundaries of Buyer-Supplier Agency Problems: Moving from Dyad to Triad. Forthcoming at *Journal of Purchasing and Supply Management*.
3. Park, S., E., Rabinovich, C. S. Tang, R. Yin. 2020. The Impact of Disclosing Inventory-Scarcity Messages on Sales in Online Retailing. *Journal of Operations Management* **66**, 534-552. [Profiled at *UCLA Anderson Review* and *The Wall Street Journal*]
4. Park, S., E., Rabinovich, C. S. Tang, R. Yin, J. Yu. 2020. Technical Note: Should an Online Seller Post Inventory Scarcity Messages? *Decision Sciences* **51**(5), 1288-1308.
5. Guan, Z., T. Ye, R. Yin. 2020. Channel Coordination under Nash Bargaining Fairness Concerns in Differential Games of Green Goodwill Accumulation. *European Journal of Operational Research* **285**, 916-930.
6. Xu, K., R. Yin, Y. Dong. 2016. Stockout Recovery under Consignment: The Role of Inventory Ownership in Supply Chains. *Decision Sciences* **47**(1), 94-124.
7. Lee, C-Y, C. S. Tang, R. Yin, J. An. 2015. Fractional Price Matching Policies Arising from the Ocean Freight Service Industry. *Production and Operations Management* **24**(7), 1118-1134.
8. Yin, R., H. Li, C. S. Tang. 2015. Optimal Pricing of Two Successive-Generation Products with Trade-in Options under Uncertainty. *Decision Sciences* **46**(3), 565-595.
9. Yin, R., C. S. Tang. 2014. Optimal Temporal Customer Purchasing Decisions Under Trade-in Programs with Upfront Fees. *Decision Sciences* **45**(3), 373-400.
10. Li, H., Y. Wang, R. Yin, T. J. Kull, T. Y. Choi. 2012. Target Pricing: Demand-side versus Supply-side Approaches. *International Journal of Production Economics* **136** (1), 172-184.
11. Tang, C. S., R. Yin. 2010. The Implications of Costs, Capacity, and Competition on Product Line Selection. *European Journal of Operational Research* **200**, 439-450.
12. Yin, R., Y. Aviv, A. Pazgal, C. S. Tang. 2009. Optimal Markdown Pricing: Implications of Inventory Display Formats in the Presence of Strategic Customers. *Management Science* **55** (8), 1391-1408.
13. Elmaghraby, W., S. A. Lippman, C. S. Tang, R. Yin. 2009. Will More Purchasing Options Benefit Customers? *Production and Operations Management* **18** (4), 381-401.

14. Yin, R., K. Rajaram. 2007. Joint Pricing and Inventory Control with a Markovian Demand Model. *European Journal of Operational Research* **182**, 113-126.
15. Tang, C. S., R. Yin. 2007. Joint Ordering and Pricing Strategies for Managing Substitutable Products. *Production and Operations Management* **16** (1), 138-153.
16. Tang, C. S., R. Yin. 2007. Responsive Pricing under Supply Uncertainty. *European Journal of Operational Research* **182**, 239-255.

### **Book Chapters**

17. Aviv, Y., C. S. Tang, R. Yin. 2009. Mitigating the Adverse Impact of Strategic Waiting in Dynamic Pricing Settings: A Study of Two Sales Mechanisms. *Consumer-Driven Demand and Operations Management Models* (Eds. S. Netessine, and C. S. Tang), 353-370.

### **Manuscripts under Preparation**

1. Wang, Y., R. Yin. Does Corporate Social Responsibility Moderate Product Returns?
2. Baek, H., Y. Wang, R. Yin. An SIR Model for Fashion Product Distribution.

### **Teaching Experience**

W. P. Carey School of Business, Arizona State University (Instructor)

- Doctoral: SCM 791 Ph.D. Seminar on Inventory Management
- Master: SCM 517 Data-Driven Quality Management
- Undergraduate: SCM 440 Quality Management

UCLA Anderson School of Management (Teaching Assistant)

- UCLA-NUS Executive MBA Program: MGMT 474 Operations Management; MGMT 463 Business Statistics
- Executive MBA: MGMT 465 Quantitative Methods in Management
- Fully Employed MBA: MGMT 402 Data Analysis and Statistics

## **Doctoral Supervision**

Dissertation Committee Co-chair / Member for:

- Yang Yang, 2016. Department of Supply Chain Management, Arizona State University (Committee Member)
- Zhoulong Yang, 2018. ASU-SAIF DBA Program (Committee Member)
- Fengbing Lin, 2019. ASU-SAIF DBA Program (Committee Co-chair)
- Hongliang Cai, Expected in 2023. ASU-SAIF DBA Program (Committee Co-chair)
- Hyunsuk Baek, Expected in 2025. Department of Supply Chain Management, Arizona State University (Committee Co-chair)
- Ning Ma, Expected in 2025. Department of Supply Chain Management, Arizona State University (Committee Member)

## **Conference Presentations**

1. The Implications of Inventory Scarcity Messages Online: Sales Rates and Replenishment Quantities. *POMS Annual Conference*, Seattle. May 2017.
2. Stockout Recovery under Consignment: The Role of Inventory Ownership in Supply Chains. *INFORMS Annual Meeting*, Nashville. November 2016.
3. Stockout Recovery under Consignment: The Role of Inventory Ownership in Supply Chains. *INFORMS Annual Meeting*, Philadelphia. November 2015.
4. Stockout Recovery under Consignment: The Role of Inventory Ownership in Supply Chains. *POMS Annual Conference*, Washington D.C. May 2015.
5. Optimal Pricing of Two Successive-Generation Products with Trade-in Options under Uncertainty. *POMS Annual Conference*, Atlanta. May 2014.
6. Countervailing Power, Commitment and Strategic Quality Improvement. *INFORMS Annual Meeting*, Minneapolis. October 2013.
7. Optimal Pricing of Two Successive-Generation Products with Trade-in Options under Uncertainty. *INFORMS Annual Meeting*, Minneapolis. October 2013.
8. Countervailing Power, Commitment and Strategic Quality Improvement. *POMS Annual Conference*, Denver. May 2013.
9. Optimal Pricing of Two Successive-Generation Products with Trade-in Options under Uncertainty. *POMS Annual Conference*, Denver. May 2013.

10. Optimal Pricing of Two Successive-Generation Products with Trade-in Options under Uncertainty. *INFORMS Annual Meeting*, Phoenix. October 2012.
11. Optimal Dynamic Customer Purchasing Decisions under Trade-in Programs with Upfront Fees. *INFORMS Annual Meeting*, Charlotte. November 2011.
12. Selling Multi-generation Products: Trade-in Programs and Upfront Fees. *POMS Annual Conference*, Reno. May 2011.
13. Optimal Markdown Pricing: Implications of Inventory Display Formats in the Presence of Strategic Customers. *INFORMS Western Regional Conference*, Arizona State University. April 2009.
14. The Implications of Costs, Capacity, and Competition on Product Line Selection. *INFORMS Annual Meeting*, Washington, D.C.. October 2008.
15. Optimal Markdown Pricing: Implications of Inventory Display Formats in the Presence of Strategic Customers. *M&SOM Conference*, University of Maryland. June 2008.
16. Optimal Markdown Pricing: Implications of Inventory Display Formats in the Presence of Strategic Customers. *INFORMS Annual Meeting*, Seattle. November 2007.
17. Implications of Customer Purchasing Behavior and Inventory Display Format. *Mini-Conference on Consumer-Oriented Models*, Washington University, St. Louis. October 2007.
18. Implications of Customer Purchasing Behavior and Inventory Display Formats. *INFORMS International Conference*, Puerto Rico. July 2007.
19. Implications of Customer Purchasing Behavior and Inventory Display Formats. *POMS Annual Conference*, Dallas. May 2007.
20. Implications of Customer Purchasing Behavior and Inventory Display Formats. *INFORMS Annual Meeting*, Pittsburgh. November 2006.
21. Responsive Pricing under Supply Uncertainty. *M&SOM Conference*, Atlanta. June 2006.
22. Responsive Pricing under Supply Uncertainty. *Southern California OR/OM Day*, UCLA, Los Angeles. May 2006.
23. Responsive Pricing under Supply Uncertainty. *POMS Annual Conference*, Boston. April 2006.
24. Joint Ordering and Pricing Strategies for Managing Substitutable Products. *INFORMS Annual Meeting*, San Francisco. November 2005.

## **Service Activities**

- University Graduate Council (UGC) member, W. P. Carey School representative, Arizona State University. August 2019 – present.
- Doctoral committee member, Department of Supply Chain Management, W. P. Carey School of Business. August 2007 – present.
- Personnel committee member, Department of Supply Chain Management, W. P. Carey School of Business. August 2014 – present.
- Personnel committee liaison for Non-Tenure Track (NTT) faculty annual evaluation, Department of Supply Chain Management, W. P. Carey School of Business. January 2021 – present.
- SCM By-laws review subcommittee lead, Department of Supply Chain Management, W. P. Carey School of Business. October 2021 – present.
- Clinical and Professor of Practice search committee member, Department of Supply Chain Management, W. P. Carey School of Business. 2019
- Lean Six Sigma Green Belt certification committee co-chair, MSBA Program, W. P. Carey School of Business. 2019-present.
- Editorial review board member, *Journal of Business Logistics*. February 2013 – present.
- Ad hoc reviewer for *Management Science*, *Operations Research*, *Manufacturing & Service Operations Management*, *Production and Operations Management*, *Decision Sciences*, *European Journal of Operational Research*, *Naval Research Logistics* and *IIE Transactions*.
- Track co-chair, *POMS Annual Conference*, 2021, 2020
- Sponsored sessions co-chair, *INFORMS Annual Meeting 2012 Organizing Committee*.
- Cluster chair, *INFORMS Western Regional Conference*, April 2009.
- Session chair, *INFORMS Annual Meeting*, 2011, 2007, 2005.
- Session chair, *INFORMS International Conference*, July 2007.
- Session chair, *POMS Annual Conference*, 2022, 2016, 2013, 2011, 2007, 2006.

## **Honors & Awards**

Sept. 2013	<i>Management Science</i> Meritorious Service Award
Sept. 2006 – Jun. 2007	UCLA Dissertation Fellowship
Sept. 2002 – Jun. 2006	Fellowship, UCLA Anderson School of Management

## **Professional Memberships**

INFORMS – Institute of Operations Research and Management Science

POMS – Production and Operations Management Society