

Rui Yin

Department of Supply Chain Management
W. P. Carey School of Business
Arizona State University
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Employment

Aug. 2007 — Present **Arizona State University (ASU), USA**
Harold E. Fearon Fellow of Purchasing Management (2024 -)
Assistant Chair, Department of Supply Chain Management (2023-)
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

- AI for Supply Chain Management
- Pricing and Inventory Management
- Consumer Behavior in Operations 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. *Manufacturing & Service Operations Management* **24**(5), 2595-2610.
2. Yang, Y., T. Y. Choi, C. Carter, R. Yin. 2022. Expanding the Boundaries of Buyer-Supplier Agency Problems: Moving from Dyad to Triad. *Journal of Purchasing and Supply Management* **28**(3), 100749.
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.

Research in Progress

1. Yin, R., S. Webster, H. Baek, Y. Wang. Replication and Extension of “A Manager and an AI Walk into a Bar: Does ChatGPT Make Biased Decisions Like We Do?”
2. Baek, H., Y. Wang, R. Yin. Product Ethical Labels: Quality Uncertainty and Post-Purchase Behaviors
3. Baek, H., R. Yin, K. Xu. Directed Sourcing and Sustainable Procurement Strategies for Multi-tier Supply Chain Management
4. Li, W., V. Chen, R. Yin, T.Y. Choi. SME’s Equality Through Trade Credit Distribution.
5. Yin, R., S. Webster, Y. Wang. Negotiation Bots: An AI-supported Framework for Procurement Contract Negotiations
6. Dong, X., W. Zhu, V. Vasa, R. Yin, Y. Wang, Enhancing Medical Question-Answering Systems through Collaborative Intelligence and Large Language Models

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, 2023. ASU-SAIF DBA Program (Committee Co-chair)
- Nan Zhu, 2024. ASU-SAIF DBA Program (Committee Member)
- Qianhui Liu, Expected in 2025. ASU-SAIF DBA Program (Committee Co-chair)
- Hyunsuk Baek, Expected in 2026. Department of Supply Chain Management, Arizona State University (Committee Co-chair)
- Hui Lv, Expected in 2026. ASU-SAIF DBA Program (Committee Member)
- Jun Wang, Expected in 2026. ASU-SAIF DBA Program (Committee Member)
- Xin Chen, Expected in 2027. ASU-SAIF DBA Program (Committee Co-chair)
- Li Ding, Expected in 2027. ASU-SAIF DBA Program (Committee Co-chair)

Conference Presentations

1. Directed Sourcing and Sustainable Procurement Strategies for Multi-tier Supply Chain Management. *DSI Annual Conference*, Phoenix. October 2024.
2. Directed Sourcing and Sustainable Procurement Strategies for Multi-tier Supply Chain Management. *POMS Annual Conference*, Minneapolis. April 2024.

3. The Implications of Inventory Scarcity Messages Online: Sales Rates and Replenishment Quantities. *POMS Annual Conference*, Seattle. May 2017.
4. Stockout Recovery under Consignment: The Role of Inventory Ownership in Supply Chains. *INFORMS Annual Meeting*, Nashville. November 2016.
5. Stockout Recovery under Consignment: The Role of Inventory Ownership in Supply Chains. *INFORMS Annual Meeting*, Philadelphia. November 2015.
6. Stockout Recovery under Consignment: The Role of Inventory Ownership in Supply Chains. *POMS Annual Conference*, Washington D.C. May 2015.
7. Optimal Pricing of Two Successive-Generation Products with Trade-in Options under Uncertainty. *POMS Annual Conference*, Atlanta. May 2014.
8. Countervailing Power, Commitment and Strategic Quality Improvement. *INFORMS Annual Meeting*, Minneapolis. October 2013.
9. Optimal Pricing of Two Successive-Generation Products with Trade-in Options under Uncertainty. *INFORMS Annual Meeting*, Minneapolis. October 2013.
10. Countervailing Power, Commitment and Strategic Quality Improvement. *POMS Annual Conference*, Denver. May 2013.
11. Optimal Pricing of Two Successive-Generation Products with Trade-in Options under Uncertainty. *POMS Annual Conference*, Denver. May 2013.
12. Optimal Pricing of Two Successive-Generation Products with Trade-in Options under Uncertainty. *INFORMS Annual Meeting*, Phoenix. October 2012.
13. Optimal Dynamic Customer Purchasing Decisions under Trade-in Programs with Upfront Fees. *INFORMS Annual Meeting*, Charlotte. November 2011.
14. Selling Multi-generation Products: Trade-in Programs and Upfront Fees. *POMS Annual Conference*, Reno. May 2011.
15. Optimal Markdown Pricing: Implications of Inventory Display Formats in the Presence of Strategic Customers. *INFORMS Western Regional Conference*, Arizona State University. April 2009.
16. The Implications of Costs, Capacity, and Competition on Product Line Selection. *INFORMS Annual Meeting*, Washington, D.C.. October 2008.
17. Optimal Markdown Pricing: Implications of Inventory Display Formats in the Presence of Strategic Customers. *M&SOM Conference*, University of Maryland. June 2008.
18. Optimal Markdown Pricing: Implications of Inventory Display Formats in the Presence of Strategic Customers. *INFORMS Annual Meeting*, Seattle. November 2007.

19. Implications of Customer Purchasing Behavior and Inventory Display Format. *Mini-Conference on Consumer-Oriented Models*, Washington University, St. Louis. October 2007.
20. Implications of Customer Purchasing Behavior and Inventory Display Formats. *INFORMS International Conference*, Puerto Rico. July 2007.
21. Implications of Customer Purchasing Behavior and Inventory Display Formats. *POMS Annual Conference*, Dallas. May 2007.
22. Implications of Customer Purchasing Behavior and Inventory Display Formats. *INFORMS Annual Meeting*, Pittsburgh. November 2006.
23. Responsive Pricing under Supply Uncertainty. *M&SOM Conference*, Atlanta. June 2006.
24. Responsive Pricing under Supply Uncertainty. *Southern California OR/OM Day*, UCLA, Los Angeles. May 2006.
25. Responsive Pricing under Supply Uncertainty. *POMS Annual Conference*, Boston. April 2006.
26. Joint Ordering and Pricing Strategies for Managing Substitutable Products. *INFORMS Annual Meeting*, San Francisco. November 2005.

Service Activities

- Assistant Chair, Department of Supply Chain Management, W. P. Carey School of Business, August 2023 – present.
- Doctoral committee chair, Department of Supply Chain Management, W. P. Carey School of Business. Spring 2023 – Summer 2023.
- Doctoral committee member, Department of Supply Chain Management, W. P. Carey School of Business. August 2007 – present.
- Undergraduate committee member, Department of Supply Chain Management, W. P. Carey School of Business. Fall 2023 – 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.
- University Graduate Council (UGC) member, W. P. Carey School representative, ASU, August 2019 – May 2022.

- SCM Department chair search committee, Spring 2022, Fall 2023
- SCM Department post-doc search committee, Spring 2022.
- SCM By-laws review subcommittee lead, Department of Supply Chain Management, W. P. Carey School of Business. October 2021 – May 2022.
- 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.
- Invited session chair, *INFORMS Annual Meeting*, 2023, 2011, 2007, 2005.
- Invited session chair, *INFORMS International Conference*, July 2007.
- Invited session chair, *POMS Annual Conference*, 2024, 2023, 2022, 2016, 2013, 2011, 2007, 2006.

Honors/Awards/Fellowships

March 2023 – Present	Harold E. Fearon Research Fellow – ASU CAPS Research
Summer 2023, 2025	W. P. Carey Excellence in Research Summer Grant
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

DSI – Decision Sciences Institute