

# Guangwen (Crystal) Kong

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<b>Contact Information</b>	Temple University Fox School of Business 1801 Liacouras Walk, Philadelphia, PA 19122	Office: Alter Hall 531 Phone: 215-204-1582 Email: guangwen.kong@temple.edu
<b>Academic Position</b>	<b>Temple University</b> , Department of Marketing & Supply Chain Management Associate Professor, 2022 - Present Assistant Professor, 2019 - 2022  <b>University of Minnesota</b> , Department of Industrial & Systems Engineering Assistant Professor, 2013 - 2019  <b>University of Minnesota</b> , Initiative on the Sharing Economy Founding Faculty, 2015 - 2019	
<b>Education</b>	<b>University of Southern California</b> , Marshall School of Business Ph.D. Operations Management, 2008 - 2013 Advisor: Sampath Rajagopalan and Hao Zhang <b>Fudan University</b> , School of Management, China M.S. Operations Research, 2005 - 2008 <b>Shandong University</b> , School of Mathematics, China B.S. Mathematics, 2001 - 2005	
<b>Research Interests</b>	Sharing Economy and Marketplace Innovation, Service Operations, Behavioral Operations Management, Supply Chain Management, Data-driven Decision Making	
<b>Journal Publications</b>	* Student Advisee  1. "Revenue Sharing and Information Leakage in a Supply Chain." Guangwen Kong, Sampath Rajagopalan, and Hao Zhang. <i>Management Science</i> , 59(3): 556-572, 2013. – <b>The 2011 POMS Best Student Paper Competition, Finalist.</b> – <b>Top 5 cited paper published in OM department in <i>Management Science</i> in 2013.</b>  2. "Contract Design by Service Providers with Private Effort." Hao Zhang, Guangwen Kong and Sampath Rajagopalan. <i>Management Science</i> , 64(6), 2672-2689, 2017.  3. "Pricing Diagnosis-Based Services When Customers Exhibit Sunk Cost Bias," Guangwen Kong, Sampath Rajagopalan and Chunyang Tong. <i>Production and Operations Management</i> , 27(7): 1303-1319, 2018.  4. "Peer-to-Peer Product Sharing: Implications for Ownership, Usage and Social Welfare in the Sharing Economy," Saif Benjaafar, Guangwen Kong, Xiang Li* and Costas Courcoubetis. <i>Management Science</i> , 65(2): 477-493, 2019. – <b>The 2021 MSOM Service Management SIG Best Paper Award, Winner.</b> – <b>The 2016 POMS-HK Best Student Paper Competition, Finalist (Xiang Li).</b> – <b>Featured article and Top 10 most downloaded papers at <i>Management Science</i>.</b>	

– **Top 1 percent most downloaded paper at SSRN, ISI highly cited paper.**

5. “We Are on the Way: Analysis of On Demand Booking Systems,” Guiyun Feng\*, Guangwen Kong and Zizhuo Wang. *Manufacturing and Service Operations Management*, Published Online, 2020.

– **The 2017 CSAMSE Annual Conferences Best Paper Award, Honorable Mention.**

– **Selected for Service Track of the 2017 SIG Annual Conference.**

6. “Is Simplicity the Ultimate Sophistication? The Superiority of Linear Pricing,” Tony Cui, Guangwen Kong and Behrooz Pourghannad\*. *Production and Operations Management*, 29(7): 1767-1788, 2020

– **The 2018 POMS CBOM Junior Scholar Competition, Finalist.**

7. “Making the Most of Your Regret: Workers’ Relocation Decisions in On-Demand Platforms,” Zhong-zhong Jiang, Guangwen Kong and Yinghao Zhang. Forthcoming at *Manufacturing and Service Operations Management*, Published Online, 2020.

– **The 2018 INFORMS Service Science Cluster Best Paper Competition, Finalist.**

– **The 2019 ISCOM Conference Best Paper Award, First Prize.**

– **The 2019 CSAMSE Annual Conferences Best Paper Award, Third Prize.**

8. “Labor Welfare in On-demand Service Platform,” Saif Benjaafar, Jianya Ding\*, Guangwen Kong and Terry Taylor. *Manufacturing and Service Operations Management*, Published Online, 2021.

– **The 2018 INFORMS Service Science Cluster Best Paper Competition, Finalist.**

9. “Hospital Admission and Social Distancing Intervention in Covid-19 Pandemic: An Operations Management Perspective,” Zhiyuan Chen and Guangwen Kong. Accepted at *Production and Operations Management*.

#### Working Paper

10. “All Gains, No Pain? Optimal Promotion Strategies with Delay Sensitive Customers,” Guangwen Kong. Under third round review at *Production and Operations Management*.

11. “No Panic in Pandemic: The Impact of Individual Choice on Public Health Policy and Vaccine Priority,” Miao Bai, Ying Cui, Guangwen Kong, and Anthony Zhang\*, Under review at *Management Science*

– **DSI Best Problem-Driven Analytical Research Paper Award, Winner, 2021**

– **Post Pandemic Supply Chain and Healthcare Management Best Paper Award, Winner, 2021**

– **POMS HOCM (College of Humanitarian Operations and Crisis Management) Best Paper Award, Runner Up, 2021**

– **A co-ed based on this research has been published in *The Hill***

12. “Consumer Information Sharing in a Distribution Channel: Hindering or Facilitating.” Buqing Ma, Guang Li and Guangwen Kong. Under revision

13. “Is Kindness the Magical Spell? The Role of Information and Reciprocity in Revenue-sharing Crowdfunding,” Behrooz Pourghannad\*, Guangwen Kong and Laurens Debo. Under revision.

– **Selected for Fin-Tech Track of the 2021 SIG Conference.**

14. “Referral and Learning on Social Networks: Implications for Inventory Decisions,” Guangwen Kong, Ankur Mani and Yuanchen Su\*. Prepare for submission.

– **The NET Institute Summer Grant at NYU.**

15. "Timing Matters: Sourcing On-Demand Workers on Freight Platforms," Ziqi Dong\*, Guangwen Kong and Qiuping Yu. Prepare for submission.
16. "Operations and Incentives of On-Demand Doctor Platforms," Jingxuan Geng\*, Guangwen Kong and Marco Qin. Prepare for submission.
  - **The 2020 INFORMS Service Science Student Best Paper Competition, Finalist (Jingxuan Geng).**
  - **Young Scholars Interdisciplinary Research Award, 2020**
17. "An Empirical Analysis of Sequential Diagnostic Decisions for Bike Returns," Hailong Cui, Guangwen Kong and Sampath Rajagopalan. Working in progress.
18. "Strategic Delay in Grocery Delivery Platforms" Hao Jiang\*, Guangwen Kong. Working in progress.
  - **Young Scholars Interdisciplinary Research Award, 2022**

#### **Book Chapters**

1. "Information Leakage in Supply Chain," Guangwen Kong, Sampath Rajagopalan and Hao Zhang, 2017, *Information Exchange in Supply Chain Management*, Albert Ha and Christopher Tang (Ed.), in *Springer Series in Supply Chain Management*, C. Tang (Series Ed.).
2. "Peer-to-Peer Product Sharing: Implications for Ownership, Usage and Social Welfare in the Sharing Economy," Saif Benjaafar, Guangwen Kong, Xiang Li and Costas Courcoubetis. 2018, *Sharing Economy: Making Supply Meet Demand*, M. Hu (Ed.), in *Springer Series in Supply Chain Management*, C. Tang (Series Ed.).

#### **Media Mentions**

Social Distancing Should Stick Around, *The Hill*

#### **Honors and Awards**

The Management Science Best Paper in OM Award, Winner, 2022  
 M&SOM Service Management SIG Best Paper Award, Winner, 2021  
 DSI Best Problem-Driven Analytical Research Paper Award, Winner, 2021  
 Post Pandemic Supply Chain and Healthcare Management Conference Best Paper Award, Winner, 2021  
 POMS HOCM Best Paper Award, Runner-Up, 2021  
 Department of Marketing and Supply Chain Management Research Award, 2021  
 M&SOM Meritorious Service Award, 2020  
 INFORMS Service Science Best Student Paper Award, Finalist (Jingxuan Geng), 2020  
 Young Scholars Interdisciplinary Research Award, 2020  
 Department of Marketing and Supply Chain Management Research Award, 2020  
 Management Science Meritorious Service Award 2019  
 ISCOM Conference Best Paper Award, First Prize, 2019  
 CSAMSE Annual Conferences Best Paper Award, Third Prize, 2019  
 M&SOM Meritorious Service Award, 2018  
 Management Science Meritorious Service Award 2018  
 INFORMS Service Science Cluster Best Paper Award, Finalist, 2018  
 The NET Institute Summer Grant at NYU, 2018  
 POMS College of Behavior in Operations Management Junior Scholar Competition, Finalist,

2018

CSAMSE Annual Conferences Best Paper Award, Honorable Mention, 2017

CTS Seed Funding Award, 2016

POMS-HK Best Student Paper Award (Finalist), 2016

Honor Society of Phi Kappa Phi, 2012

POMS College of Supply Chain Best Student Paper Award, Finalist, 2011

**Invited Seminars** UIUC-USTC, 2022

Singapore Management University, 2021

Washington University in St Louis, 2021

Fudan University, 2021

Northeast University, 2020

Sun Yat-sen University, 2020

Ohio State University, 2020

Wuhan University, 2019

Hong Kong University of Science and Technology, 2019

The Hong Kong Polytechnic University, 2019

Penn State University, 2019

Oregon State University, 2019

Temple University, 2019

University of Pittsburgh, 2019

Duke University, 2018

University of Texas at Dallas, 2018

University of Washington at Seattle, 2018

University of California at San Diego, 2018

Fudan University, Shanghai, 2015

Shanghai University of Finance and Economics, Shanghai, 2015

Shandong University, Jinan, 2015, 2019

Chinese Academy of Science, 2014,2019

University of Utah, 2013

University of Minnesota, 2013

National University of Singapore, 2013

University of Texas at Dallas, 2013

Singapore Management University, 2012

Chinese University of Hong Kong, 2012

**Invited Presentations**

“No Panic in Pandemic: The Impact of Individual Choice on Public Health Policy and Vaccine Priority”

- Post Pandemic Supply Chain and Healthcare Management, June 2021
- CSAMSE, July 2021
- INFORMS, Oct 2021 (Scheduled)
- Washington University in St Louis, April 2021

“Hospital Admission and Social Distancing Intervention in Covid-19 Pandemic: An Operations Management Perspective”

- MSOM Annual Meeting, June 2021
- CSAMSE, July 2021

“Timing Matters: Sourcing On-Demand Workers on Freight Matching Platforms”

- POMS Annual Meeting, May 2021

“Operations and Incentives of On-Demand Doctor Platforms”

- INFORMS Annual Meeting, November 2020
- POMS Annual Meeting, May 2021

“Is Kindness the Magical Spell? The Role of Information and Reciprocity in Revenue-sharing Crowdfunding”

- SIG Fin-tech track, June 2021
- INFORMS Annual Meeting, November 2020
- INFORMS Annual Meeting, Seattle, October 2019
- POMS Annual Meeting, DC, May 2019

“Surge Price or Subsidy? Information Sharing or Suggestion? A Behavioral Investigation of Workers’ Relocation in On-Demand Platforms”

- INFORMS Annual Meeting, Seattle, October 2019
- MSOM Annual Meeting, Singapore, July 2019
- CSAMSE Annual Meeting, Chengdu, October 2019
- ISCOM Annual Meeting, Dalian, June 2019
- POMS Annual Meeting, DC, May 2019
- INFORMS Annual Meeting, Phoenix, November 2018

”Referral and Learning on Social Networks: Implications for Inventory Decisions”

- Workshop on Network, Matching and Platforms, January 2020
- INFORMS Annual Meeting, Phoenix, November 2018
- POMS Annual Meeting, Houston, May 2018
- INFORMS Annual Meeting, Houston, October 2017
- MSOM Annual Meeting, Dallas, June 2018

“We Are on the Way: Analysis of On Demand Ride Hailing Systems”

- IMA Workshop on Queueing Networks, Minneapolis, June 2018
- POMS Annual Meeting, Houston, May 2018
- MSOM Service Operations Special Interest Group (SIG) Meeting, North Carolina, June 2017
- POMS Annual Meeting, Houston, 2018

“Labor Welfare for On-Demand Platforms”

- INFORMS Annual Meeting, Phoenix, November 2018
- POMS Annual Meeting, Houston, May 2018
- INFORMS Annual Meeting, Nashville, November 2016
- Symposium on the Sharing Economy, Minneapolis, May 2016

“Supply Chain Trends and Impacts on Infrastructure”

- Center of Transportation Science Seminar for Minnesota Legislators, Minneapolis, March 2016

“Pricing Diagnosis-Based Services When Customers Exhibit Sunk Cost Bias”

- INFORMS Annual Meeting, Philadelphia, November 2015
- MSOM Annual Meeting, Toronto, June 2015
- ISMS Marketing Science Conferences, Baltimore, May 2015
- CSAMSE, Shenyang, July 2015

“Contracting with Overconfident Customers in Car Sharing Services”

- INFORMS Annual Meeting, Philadelphia, November 2015

“Is Simplicity the Ultimate Sophistication? The Superiority of Linear Pricing”

- INFORMS Annual Meeting, Seattle, October 2019
- POMS Annual Meeting, DC, May 2019
- MSOM Annual Meeting, Chapel Hill, June 2017
- INFORMS Annual Meeting, Philadelphia, November 2015

“Peer-to-Peer Product Sharing: Implications for Ownership, Usage and Social Welfare in the Sharing Economy”

- INFORMS Annual Meeting, Nashville, 2016
- POMS Annual Meeting, Seattle, 2017
- CTS Transportation Research Conference, Minneapolis, May 2015
- CSAMSE, Shenyang, July 2015

“Pricing Services with Uncertain Quality to Heterogeneous Customers”

- INFORMS Annual Meeting, San Francisco, November 2014
- POMS International Conference, Singapore, July 2014
- MSOM Annual Meeting, Seattle, July 2014
- INFORMS Annual Meeting, Minneapolis, October 2013
- INFORMS Annual Meeting, Phoenix, October 2012

“Optimal Promotion Strategy for a Service Firm with Delay Sensitive Customers”

- INFORMS Annual Meeting, Philadelphia, Nov 2015
- IIE Annual Conference, Nashville, June 2015
- POMS Annual Meeting, Atlanta, April 2014
- POMS International Conference, Singapore, July 2014
- INFORMS Annual Meeting, Minneapolis, October 2013
- Universidad Católica de Chile, Santiago, December 2014
- INFORMS Annual Meeting, Phoenix, October 2012
- POMS Annual Meeting, Chicago, April 2012

“Revenue Sharing and Information Leakage in a Supply Chain”

- TADC London School of Business, May 2012
- MSOM Annual Meeting, Ann Arbor, June 2011
- POMS Annual Meeting, Reno, April 2011
- INFORMS Annual Meeting, Charlotte, November 2011
- INFORMS Annual Meeting, Austin, November 2010

**Professional  
Service**

**Editorial Review Board**

*Production and Operations Management*

*International Journal of Management Science and Operations Research*

**Associate Editor**

*International Journal of Crowd Science*

**Referee**

*Operations Research*

*Management Science*

*Manufacturing and Service Operations Management*

*Production and Operations Management*

*Service Science*

*Journal of Management Studies*

*European Journal of Operational Research*

*Naval Research Logistics*

*Operations Research Letter*

*International Journal of Operations and Quantitative Management*

*International Journal of Production Economics*

*Asia-Pacific Journal of Operational Research*

Wine 2014 *The 10th Conferences on Web and Internet Economics*

**Cluster Chair**

*Business Model Innovation* for 2016 INFORMS International, Hawaii, June 2016

**Session Chair**

INFORMS 2015-2021, POMS 2015 -2021, CSAMSE 2021, ISMS Marketing Science 2015, IIE 2015,POMS International 2014

**Judge**

MSOM Best Student Paper Award, 2021.  
Post Pandemic Supply Chain and Healthcare Management Best Paper Award, 2021.  
POMS Supply Chain Management Best Student Paper Award, 2016, 2017, 2018, 2019.  
Young Scholars Interdisciplinary Research Award, 2020.  
Best Working Paper Award in Behavioral Operations Management, 2015, 2017, 2018.  
CSAMSE Conference Best Paper Award, 2019, 2021.  
MSOM Supply Chain Management SIG 2018, 2019,2021

**NSF Review Panelist**

**Ph.D. Dissertation Primary Advisor/Co-Advisor**

Guiyun Feng (Assistant Professor, Singapore Management University)  
Behrooz Pourghannad (Assistant Professor, Wilfrid Laurier University)

**Ph.D. Dissertation Paper Advisor**

Xiang Li (Technical Program Manager, Amazon)  
Anthony Zhenhuan Zhang (Research Scientist, Facebook)

**Ph.D. Dissertation Committee**

Yan Liu (Assistant Professor, Hong Kong Polytechnic University),  
Chenhao Du(Data Scientist, Wayfair)  
Alison Xiao Chen (Assistant Professor, University of New Hampshire)  
Yuan Lu, Xiaoxu Tang (Risk Analyst, Wells Fargo)

**Visiting Students and Scholars**

Jianya Ding (Artificial Intelligence and Optimization Algorithm Engineer, Cainiao Supply Chain Management)  
Wengui Zhu (Assistant Professor, Fudan University)  
Qiang HanAssociate Professor, Shandong University of Finance and Economics

**Ph.D.Second Year Paper Advisor:** Ziqi Dong, Jingxuan Geng, Hao Jiang

**Masters' Thesis Advisor:** Yuanchen Su

**Masters' Thesis Committee:** DJ O'Neil, Lavanya Immanni

**Undergraduate Research Project Advisor:** Elizabeth Smith

**UMN ISyE Graduate Program Committee,** 2014-2019

**UMN ISyE Faculty Search Committee,** 2018, 2019

**Membership:** INFORMS, MSOM, POMS

**Teaching Experience**

**Temple University**

- Instructor  
MSOM 3101 Operations Management (Undergraduate)  
– Spring 2020, Spring 2021  
BA 9090 Fundamentals of Supply Chain and Operations Theory (Ph.D.)  
– Spring 2021

**University of Minnesota**

- Instructor  
IE 5112 Introduction to Operations Research (Graduate)  
– Fall 2013, Fall 2014  
IE 5551 Production Planning and Inventory Control (Graduate Core)  
– Spring 2014

IE 4551 Production Planning and Inventory Control (Undergraduate Core)  
– Spring 2015, Spring 2016

IE 8552 Information and Incentives in Operations Management (Ph.D.)  
– Fall 2015

IE 8773 Graduate Seminar Fall 2015, Spring 2016

IE 4041 Senior Design Project Spring 2016, Spring 2018

IE 3521 Statistics, Quality, and Reliability (Undergraduate Core) Fall 2017, Spring 2018, Fall 2018, Spring 2019

#### **University of Southern California**

- Instructor Fall 2011  
BUAD 311 Operations Management (Undergraduate Core)
- Teaching Assistant Spring 2011  
BUAD 311 Operations Management (Undergraduate Core)
- Guest Lecturer Fall 2010  
IOM 673 Optimization (Ph.D. Core)
- Tutor  
GSBA 534 Operations Management (MBA Core) Summer 2011  
GSBA 506 Applied Managerial Statistics (MBA Core) Winter 2010

#### **Industrial Collaboration Experiences**

**C.H. Robinson Digital Freight Matching** Minnesota, August 2017 - Present

- Develop data-driven freight matching policies in a national network.
- Develop logistic strategies for omni channel retailers.

**General Mills** Minnesota, Spring 2017

- Develop seasonal demand forecasting tools for General Mill (Senior Design).

**Hormel Foods Corporation** Minnesota, Spring 2016

- Design the perishable inventory control system for Hormel Food (Senior Design).

**Lab of Logistics and Supply Chain Management** Shanghai, China 2005 - 2008

- Consulting for Shanghai Bao Steel Purchasing Center, Shanghai Economic Council and National Production Authority in Shanghai.

**Taifook Securities Group** Shanghai, China 2006-2008

- Research Analyst