

Guangwen (Crystal) Kong

Contact Information	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
Academic Position	Temple University , Department of Marketing & Supply Chain Management Assistant Professor, 2019 - Present University of Minnesota , Department of Industrial & Systems Engineering Assistant Professor, 2013 - 2019 University of Minnesota , Initiative on the Sharing Economy Founding Faculty, 2015 - 2019	
Education	University of Southern California , Marshall School of Business Ph.D. Operations Management, 2008 - 2013 Advisor: Sampath Rajagopalan and Hao Zhang Fudan University , School of Management, China M.S. Operations Research, 2005 - 2008 Shandong University , School of Mathematics, China B.S. Mathematics, 2001 - 2005	
Research Interests	Sharing Economy and Marketplace Innovation, Service Operations, Behavioral Operations Management, Supply Chain Management, Data-driven Decision Making	
Journal Publications	* 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. – The 2011 POMS Best Student Paper Competition, Finalist. – Top 5 cited paper published in OM department in <i>Management Science</i> in 2013. 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. – The 2021 MSOM Service Management SIG Best Paper Award, Winner. – The 2016 POMS-HK Best Student Paper Competition, Finalist (Xiang Li). – Featured article and Top 10 most downloaded papers at <i>Management Science</i>. – 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. Conditionally accepted at *Production and Operations Management*.
10. “All Gains, No Pain? Optimal Promotion Strategies with Delay Sensitive Customers,” Guangwen Kong. Under second round revision 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.**

Working Paper

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.

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

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 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 Han (Associate 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 Immani

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 Summer 2011
GSBA 534 Operations Management (MBA Core)
Winter 2010
GSBA 506 Applied Managerial Statistics (MBA Core)

**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