

Guangwen (Crystal) Kong

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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
Affiliated Faculty, 2019 - Present

University of Minnesota, Initiative on the Sharing Economy
Founding Faculty, 2015 - Present

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

1. "Revenue Sharing and Information Leakage in a Supply Chain," Guangwen Kong, Hao Zhang and Sampath Rajagopalan, *Management Science*, Volume 59, Issue 3, pp. 556-572, 2013.
 - **The 2011 POMS Best Student Paper Competition, Finalist.**
 - **Top 5 cited paper published in OM department in Management Science in 2013.**
2. "Contract Design by Service Providers with Private Effort," Hao Zhang, Guangwen Kong and Sampath Rajagopalan. *Management Science*, Volume 64, Issue 6, pp. 2672-2689. 2017.
3. "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. *Management Science*, Volume 65, Issue 2, pp. 477-493. 2019.
 - **The 2016 POMS-HK Best Student Paper Competition, Finalist (Xiang Li).**
 - **Featured article and Top 10 most downloaded papers at Management Science.**
 - **Top 1 percent most downloaded paper at SSRN.**
4. "Pricing Diagnosis-Based Services When Customers Exhibit Sunk Cost Bias," with Sampath Rajagopalan and Chunyang Tong. *Production and Operations Management*,

Volume 27, Issue 7, pp. 1303-1319, 2018.

5. “We Are on the Way: Analysis of On Demand Booking Systems,” with Zizhuo Wang and Guiyun Feng. Forthcoming at *Manufacturing and Service Operations Management*.
– **The 2017 CSAMSE Annual Conferences Best Paper Award, Honorable Mention.**

– **Accepted for the 2017 Service SIG Annual Conference.**

6. “Is Simplicity the Ultimate Sophistication? The Superiority of Linear Pricing,” with Tony Cui and Behrooz Pourghannad. Forthcoming at *Production and Operations Management*, Volume 29, Issue 7, pp. 1767-1788, 2020

– **The 2018 POMS CBOM (College of Behavior in Operations Management) Junior Scholar Competition, Finalist (Behrooz Pourghannad).**

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

– **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,” with Saif Benjaafar, Jianya Ding and Terry Taylor. Forthcoming at *Manufacturing and Service Operations Management*.

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

Working Paper

9. “All Gains, No Pain? Optimal Promotion Strategies with Delay Sensitive Customers,” Under second round revision at *Production and Operations Management*.

10. “Is Kindness the Magical Spell? The Role of Information and Reciprocity in Revenue-sharing Crowdfunding,” with Laurens Debo and Behrooz Pourghannad. under review.

11. “Referral and Learning on Social Networks: Implications for Inventory Decisions,” with Ankur Mani and Yuanchen Su. prepare for submission.

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

12. “Consumer Information Sharing in a Distribution Channel: Hindering or Facilitating,” with Guang Li and Buqing Ma. under review

13. “Hospital Admission and Social Distancing Intervention in Covid-19 Pandemic: An Operations Management Perspective,” with Zhiyuan Chen. under review .

14. No Panic in Pandemic: The Impact of Individual Choice on Public Health Policy and Vaccine Priority, with Zhenghuan Zhang*, Miao Bai and Ying Cui. under review

Work in Progress

15. “Timing Matters: Sourcing On-Demand Workers on Freight Platforms,” with Ziqi Dong and Qiuping Yu.

16. “Operations and Incentives of On-Demand Doctor Platforms,” with Jingxuan Geng and Marco Qin.

– **The 2020 INFORMS Service Science Student Best Paper Competition, Finalist (Jingxuan Geng).**

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.)

Honors and Awards

MSOM Meritorious Service Award, 2020

INFORMS Service Science Best Student Paper Award, Finalist (Jingxuan Geng), 2018

20th Young Scholars Interdisciplinary Research Award, 2020

Department of Marketing and Supply Chain Management Research Award, 2020

Management Science Meritorious Service Award 2018, 2019

ISCOM Conference Best Paper Award, First Prize, 2019

CSAMSE Annual Conferences Best Paper Award, Third Prize, 2019

MSOM 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

INFORMS New Faculty Colloquium, 2014

POMS Emerging Scholar Program, 2014

INFORMS Future Academic Colloquium, 2012

POMS Doctoral Consortium, 2012

Honor Society of Phi Kappa Phi, 2012

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

Invited Presentations

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

- INFORMS Annual Meeting, November 2020 (Scheduled)

"Operations and Incentives of On-Demand Doctor Platforms"

- INFORMS Annual Meeting, November 2020 (Scheduled)

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

- INFORMS Annual Meeting, November 2020 (Scheduled)
- 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

Invited Seminars Washington University at Saint 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 Pittsburg, 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

**Professional
Service**

Editorial Review Board

Production and Operations Management

International Journal of Management Science and Operations Research

Referee

Operations Research

Management Science

Manufacturing and Service Operations Management

Production and Operations Management
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*
MSOM Supply Chain Management SIG 2018, 2019

Cluster Chair

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

Session Chair

INFORMS 2015-2019, POMS 2015 -2019, ISMS Marketing Science 2015, IIE 2015, POMS International 2014

Judge

POMS Supply Chain Management Best Student Paper Award, 2016, 2017, 2018, 2019.
Best Working Paper Award in Behavioral Operations Management, 2015, 2017, 2018.

NSF Review Panelist

Ph.D. Advisor/Co-Advisor: Guiyun Feng (Placement: Singapore Management University), Behrooz Pourghannad, Ziqi Dong, Jingxuan Geng

Ph.D. Dissertation Committee: Yan Liu, Yuan Lu, Chenhao Du, Xiang Li, Xiao Chen, Xiaoxu Tang, Zhenhuan Zhang

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)

Fudan University

- Teaching Assistant for Calculus I and II Fall 2005, Spring 2006
- Tutor for Chun-Tsung Undergraduate Scholarship Program Fall 2007

**Industrial
Collaboration
Experiences**

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

- Develop data-driven freight matching policies in a national network.

C.H. Robinson Fresh Minnesota, August 2017 - Present

- 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

- Collaborative project with SSE: "The Comparison and Analysis between Information Disclosure System for the Listed Companies in the SSE and HKEx," with Wenwei Hu, Deguang Mai and Wenying Lu, Oct 2007.