

## Haoying Sun

Department of Marketing & Supply Chain Management  
Gatton College of Business and Economics, University of Kentucky  
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### EDUCATION:

- *Ph.D. in Supply Chain & Operations Management*, University of Texas at Austin, 2011  
Dissertation Title: “*Exploring the Impact of Consumer Heterogeneity and Information Asymmetry upon Operating Policies*”. Committee Chair: Dr. Stephen M. Gilbert
- *M. S. in Electrical Engineering*, University of Minnesota 1999
- *M. S. in Control Theory*, Zhejiang University, P. R. China 1996
- *B. S. in Industrial Automation and Control*, Zhejiang University, P. R. China 1993

### EMPLOYMENT:

- University of Kentucky, Lexington, KY
  - Warren W. Rosenthal Associate Professor (with tenure), 07/2020 - present
  - Founding Director, Master of Science in Supply Chain, 07/2019 – present
  - Assistant Professor, 07/2017 – 06/2020
- Texas A & M University, College Station, TX
  - Assistant Professor, 08/2012 – 06/2017
  - Visiting Assistant Professor, 12/2011–07/2012
- University of Texas at Austin, Austin, TX
  - Teaching Assistant, 8/2006 – 08/2011
- DeVry University South Florida, Miramar, FL
  - Assistant Professor, 11/2004 – 07/2006
  - Adjunct Professor, 03/2004 – 11/2004
- Seagate Technology, Minneapolis, MN
  - Sr. Development Engineer, 07/2001 – 08/2002
  - Development Engineer, 07/1999 - 07/2001

### PEER-REVIEWED PUBLICATIONS:

1. Vanajakumari Manoj, **Haoying Sun**, Ashley Jones and Chelliah Sriskandarajah, “Supply Chain Planning: A Case for Hybrid Cross-Docks,” Forthcoming, *Omega*
2. Yen-Ting Lin, **Haoying Sun** and Shouqiang Wang, “Designing Sustainable Products under Co-Production Technology,” *Manufacturing & Service Operations Management*, Vol. 22, Issue 6, November-December, 2020, pp 1107-1286. <https://doi.org/10.1287/msom.2020.0881>
3. **Haoying Sun** and Subodha Kumar, “Manufacturer’s New Product Preannouncement Decision and Supplier’s Response,” *Production and Operations Management*, Vol. 29, No. 10, October 2020, pp 2289 - 2306. <https://doi.org/10.1111/poms.12900>
4. Woo Jin Choi, **Haoying Sun**, Yan (Lucy) Liu, and Haipeng (Allan) Chen, “Guess Who Buys Cheap? The Effect of Consumers’ Goal Orientation on Product Preference,” *Journal of Consumer Psychology*, Vol. 30, No. 3, July 2020, pp 506-514. (Equal co-authorship) <https://doi.org/10.1002/jcpy.1148>
5. **Haoying Sun** and Steve Gilbert, “Retail Price Competition with Product Fit Uncertainty and Assortment Selection,” *Production and Operations Management*, Vol. 28, No. 7, July 2019, pp 1658–1673. <https://doi.org/10.1111/poms.13005>

6. Haipeng (Allan) Chen and **Haoying Sun**, “Mental Accounting for Percentages Revisited: The Role of a Computational Error,” *Journal of Marketing Behavior*, Vol. 3, No. 2, 2018, pp 153-165.
7. **Haoying Sun** and Lizhen Xu, “Online Reviews and Collaborative Service Provision: A Signal-Jamming Model,” *Production and Operations Management*, Vol. 27, No. 11, November 2018, pp 1960-1977. (Equal co-authorship) <https://doi.org/10.1111/poms.12592>
8. Steve Gilbert, Ramandeep Randhawa and **Haoying Sun**, “Optimal Per-use Rentals and Sales of Durable Products and their Distinct Roles in Price Discrimination,” *Production and Operations Management*, Vol. 23, No. 3, March 2014, pp. 393–404. <https://doi.org/10.1111/poms.12050>

#### BOOK CHAPTER:

9. Yen-Ting Lin, **Haoying Sun** and Shouqiang Wang, “Socially Responsible Co-product Design,” Springer Nature Switzerland AG 2020, J. Swaminathan, V. Deshpande (eds.), *Responsible Business Operations*, Springer Series in Supply Chain Management. Vol. 10. Feb. 2021. pp. 137-161. Springer, Cham. [https://doi.org/10.1007/978-3-030-51957-5\\_7](https://doi.org/10.1007/978-3-030-51957-5_7)

#### WORKING PAPERS:

10. Fei Wang, **Haoying Sun**, Jiuchang Wei and Subodha Kumar, “Engagement of Humanitarian Organizations and Performance of the Disaster Relief Networks”. Reject but allow for resubmit, *Production and Operations Management*.
11. **Haoying Sun**, Vanajakumari Manoj and Chelliah Sriskandarajah, “Supply Chain Planning with Hybrid Cross-Dock under Uncertain Demand”. To be submitted to *Transportation Science, Part E*.
12. Yinghao Zhang, **Haoying Sun**, Haipeng (Allan) Chen and Zhongzhong Jiang, “Allocating Resources to Hedge Uncertainty: Role of Information Accessibility”, To be submitted to *Management Science*.

#### WORK IN PROGRESS:

13. Steve Gilbert and **Haoying Sun**, “Evaluating the Effectiveness of Government Subsidy on the Adoption of Resource Efficient Durable Products”
14. Ji Wu, **Haoying Sun** and Haipeng (Allan) Chen, “Targeted Deals Based on Consumer Characteristics Extracted from a Firm’s Online Community”
15. Haipeng (Allan) Chen, Xirong Chen, Zheng Li and **Haoying Sun**, “Estimating Demand Stickiness Due to Rational Inattention,” (Equal co-authorship)

#### U.S. PATENTS & OTHER PUBLICATIONS:

1. Alexei Sacks, **Haoying Sun** and Thomas Zirps (2009), “Bi-directional servo track writing to minimize sidewall writing at high skew angles,” *U.S. patent 7567403*.
2. Alexei Sacks and **Haoying Sun** (2003), “Apparatus and method for altering track scan data based on head width relative to data track width and determining the position error signal from the altered track scan data to qualify the head in a data storage device,” *U.S. patent 6608477*.
3. **Haoying Sun**, Mostafa Kaveh and Ahmed Tewfik (1999), “Self-organizing map neural network for transient signal classification in mechanical diagnostics,” *IEEE-EURASIP Workshop on Nonlinear Signal and Image Processing*, Antalya, Turkey.
4. **Haoying Sun** and Jingping Jiang (1995), “Multi-sensor data fusion based on parameter estimation,” *Journal of Transducer Technology*, No. 6.

#### ADMINISTRATIVE EXPERIENCE:

- Founded the Master of Science in Supply Chain Management program at the University of Kentucky in 2020. Developed the entire curriculum with 10 courses. Oversaw the daily operations, including student recruitment, working with the career service center to place students, helping the department chair balance budget, coordinating with other departments to staff the courses, etc.

#### **TEACHING EXPERIENCE:**

- University of Kentucky, 2017 – present
  - MKT 632, Fall, 2020 – the present, Master of Science in SCM core.
  - MBA 616, Spring 2019, MBA elective.
  - MBA 615, Spring 2018, MBA core.
  - MKT 303, Fall, 2017 – the present. Undergraduate elective.
- Texas A & M University, 2012 – 2016, Undergraduate core (SCMT364 & INFO 364)
- The University of Texas at Austin, Summer 2010, Undergraduate core (OM335)
- DeVry University South Florida, 2014-2016, Various Electronic and Electrical Engineering courses in both AS and BS degree programs.

#### **INDUSTRIAL EXPERIENCE:**

- Seagate Technology, Minneapolis, MN, 07/1999 – 08/2002
  - Used models and simulations to evaluate the viability of incorporating emerging new technologies into the existing computer hard drive platforms.
  - Developed a new component testing method, which improved component yield, reduced end product waste and saved Seagate over \$1 million in the first year of implementation.

#### **AWARDS:**

- 2019, *Best Reviewer Award*, POM journal
- 2019, *Department Faculty Research Award*, University of Kentucky
- 2019, *Gatton College Research Productivity Award for Junior Faculty*, University of Kentucky
- 2009-2010, *Graduate School Bruton Fellowship*, The University of Texas at Austin
- 2007, *CIBER Doctoral Consortium Fellow*, Purdue University
- 2006-2011, *Dean's Fellowship*, McCombs School of Business, The University of Texas at Austin
- 2001, *MVT (Most Valuable Team) Member Award*, Seagate Technology
- 1995, *Sunshine Engineering Fellowship*, Zhejiang University
- 1994, *Kwang-Hua Fellowship*, Zhejiang University
- 1993, Ranked 1<sup>st</sup> in my graduating class (Industry Automation and Control), Zhejiang University
- 1989-1993, *Undergraduate Fellowship*, Zhejiang University

#### **PROFESSIONAL SERVICE (EXTERNAL):**

- **Cluster chair**, 2022 INFORMS annual meeting, MSOM/Supply Chain Track, Indianapolis, IN
- **Judge**, 2021 Students Paper Competition of the POMS College of SCM
- **Editorial board member**, *Decision Sciences*, 2020 – present
- **Editorial board member**, *Production and Operations Management*, 2017 – present
- **Secretary** of Production and Operations Management Society board, 2018 - 2019
- **Track chair**, 2018 POM annual conference, OM/Marketing Interface track, Houston, TX, 2018
- **Panelist** in the Work/Life balance panel sponsored by WORMS during 2017 INFORMS annual conference, Houston, TX
- **Session Chair** in the following conferences:
  - Supply Chain Risk Management Track, POMS 2019, Washington DC, May 2019

- Supply Chain Analytics Track, POMS 2019, Washington DC, May 2019
- Economic Models in Operations Management Track, POMS 2016, Orlando, FL, May 2016
- OM/Marketing Interface Track, POMS 2015, Washington DC, May 2015
- Supply Chain Management Track, POMS 2013, Denver, May 2013
- Supply Chain Management Track, INFORMS 2012, Phoenix, October 2012
- Retail Operations Track, POMS 2012, Chicago, April 2012
- Ad-hoc **Reviewer** for *Management Science*, *Production and Operations Management*, *Manufacturing & Service Operations Management*, *Information System Research*, *IIE Transaction*, *Decision Sciences*, *European Journal of Operations Research*, *OMEGA*, *International Journal of Production Research*, *Flexible Services and Manufacturing*, and *Decision Support Systems*

#### **PROFESSIONAL SERVICE (INTERNAL):**

- Search committee for a lecturer in Supply Chain, University of Kentucky, 2019 -2020
- Search committee for an Assistant Professor of Supply Chain, University of Kentucky, 2018 -2019
- Search committee for Gatton's Dean, University of Kentucky, 2018
- Master in Supply Chain new program committee, 2018 – 2020
- Advisory board member for Gatton's Supply Chain Forum, 2017 - present
- Search committee for an Assistant Professor, INFO department, Texas A & M University, 2014 - 2015

#### **CONFERENCE PRESENTATIONS:**

- "Demand Stickiness Estimation and Implication",
  - 2021 POMS conference, invited session, Virtual meeting
  - 2019 POMS conference, invited session, Washington, DC, May 3 – 6, 2019
  - 2018 MSOM conference, Dallas, TX, July 2 – 3, 2018
- "Designing Sustainable Products under Co-Production Technology"
  - 2017 POMS, invited session, Seattle, WA, May 5 – 8, 2017
  - 2016 INFORMS, invited session, Nashville, TN, Nov. 13 – 16, 2016
- "Should a Firm Pre-announce the Release Date of His New Product?"
  - 2015 CSAMSE conference, invited session, Shenyang, China, July 25-27, 2015
  - 2015 POMS, invited session, Washington DC, May 8 – 11, 2015
- "The Effects of Online Review on Collaborative Service Provision"
  - 2016 POMS, invited session, Orlando, FL, May 6 – 9, 2016
  - 2013 INFORMS, invited session, Minneapolis, MN, Oct 6 – 9, 2013.
- "Evaluating the effectiveness of government subsidy on the adoption of resource efficient durable products,"
  - 2019 POMS, invited session, Washington, DC, May 3 – 6, 2019.
  - 2017 POMS, invited session, Seattle, WA, May 5 – 8, 2017.
  - 2014 INFORMS, invited session, San Francisco, CA, Nov 9 – 12, 2014.
  - 2014 POMS, invited session, Atlanta, GA, May 9 – 12, 2014.
  - 2013 POMS, invited session, Denver, CO, May 3 – 6, 2013.
  - 2012 INFORMS, invited session, Phoenix, AZ, October 14 -17, 2012
  - 2012 POMS, invited session, Chicago, IL, April 20 - 23, 2012.

- “Asymmetric assortment choices among competing retailers when consumers are uncertain about their product preferences,”
  - 2016, POMS, invited session, Orlando, FL, May 6 – 9, 2016
  - 2014 POMS, invited session, Atlanta, GA, May 9 – 12, 2014.
  - 2013 POMS, invited session, Denver, CO, May 3 – 6, 2013.
  - 2012 POMS, invited session, Chicago, IL, April 20 - 23, 2012.
  - 2011 IFORS, invited session, Melbourne, Australia, July 10 – 15, 2011.
  - 2011 POMS, invited session, Reno, NV, April 29 – May 2, 2011.
  - 2010 INFORMS, invited session, Austin, TX, November 7-10, 2010.
- “Per-usage rentals of durable products,”
  - 2010 POMS, invited session, Vancouver, Canada, May 7 - 10, 2010.
  - 2009 INFORMS, invited session, San Diego, CA, October 11- 14, 2009.

#### **MEDIA MENTION:**

1. April 15, 2020, UKNow article. <http://uknow.uky.edu/campus-news/uk-faculty-band-together-acquire-more-6500-masks-uk-healthcare>
2. July 9<sup>th</sup>, 2020, LEX18 TV interview. <https://www.lex18.com/news/coronavirus/pandemic-disrupts-supply-chain-worse-than-ever-before>
3. March 2021, Transform magazine, “From Forest to Factory: How Taylor Guitars Became a Socially Responsible Company”.

#### **INVITED TALKS:**

- Texas A & M University, College Station, TX, 2011
- University of Sydney, Sydney, Australia, 2011
- University of Florida, ISOM Workshop on Challenges and Opportunities in Retail Operations, Gainesville, FL, 2013
- Hong Kong Polytechnic University, Hong Kong, China, 2014
- University of Kentucky, Lexington, KY 2016
- University of Kentucky, 8<sup>th</sup> Gatton’s Supply Chain Forum, Lexington, KY, 2018
- Northeastern University, Shenyang, China, 2018
- Shanghai University of Finance & Economics, Shanghai, China, 2018
- University of Kentucky, 31<sup>th</sup> Economic Outlook Conference, Lexington, KY, 2022
- Lexington-Fayette Urban County Council meeting, Lexington, KY, (scheduled June 28, 2022)

#### **PROFESSIONAL AFFILIATIONS:**

- Member of INFORMS and POMS

#### **VOLUNTEER EXPERIENCE:**

- Docent, *Minneapolis Institute of Arts*, Minneapolis, MN, 2000 – 2001.
- Search committee for the assistant director, *Becky Gates Children’s Center*, College Station, TX, 2014.