

Yunke Mai

CONTACT INFORMATION	435K Gatton College of Business 550 S Limestone Lexington, KY 40506	Email: yunke.mai@uky.edu Phone: +1 (814) 321-6003
EMPLOYMENT	University of Kentucky, Gatton College of Business and Economics Assistant Professor	08/2019 - present
EDUCATION	Duke University, Fuqua School of Business Ph.D. in Business Administration, Decision Sciences area	2013 - 2019
	Pennsylvania State University, University Park Bachelor of Science in Mathematics; Economics Minor	2009 - 2013
RESEARCH INTERESTS	Innovative marketplace and business models, supply chain management, classical and evolutionary game theory, dynamic modeling, control theory	
PUBLICATIONS	Mai, Y., B. Hu. 2022. Optimizing Free-to-Play Multiplayer Games with Premium Subscription. <i>Management Science, Forthcoming</i> .	
	Mai, Y., B. Hu, S. Pekeč. 2022. Courteous or Crude? Managing User Conduct to Improve On-Demand Service Platform Performance. <i>Management Science, Forthcoming</i> .	
	Hu, B., Y. Mai, S. Pekeč. 2020. Managing Innovation Spillover in Outsourcing. <i>Production and Operations Management</i> 29(10) 2252-2267.	
WORKING PAPERS	Mai, Y., B. Hu. From Growth to Monetization: Managing Freemium Services. <i>Under review at Manufacturing & Service Operations Management</i> .	
	Ma, R., Y. Mai, B. Hu. User-Generated Content Platforms: Managing the Relationship Triangle. <i>Under review at Management Science</i> .	
	Mai, Y. H. Sun. The First-Mile Problem in the Reverse Supply Chain of E-Waste. <i>Manuscript in preparation</i> .	
TEACHING	University of Kentucky: <ul style="list-style-type: none">• <i>MKT309</i>: Purchasing and Sourcing (Undergraduate elective)<ul style="list-style-type: none">2023, Spring (in-person): 5.0/5.0, 5.0/5.02022, Spring (in-person): 4.6/5.0, 4.8/5.02021, Spring (online): 4.6/5.0, 4.8/5.02020, Spring (in-person): 5.0/5.0, 4.9/5.0• <i>MKT636</i>: Sourcing, Purchasing and Contract Management (Master of Supply Chain Management core)<ul style="list-style-type: none">2023, Spring (hybrid): 4.8/5.02022, Spring (hybrid): 4.9/5.02021, Spring (online): 5.0/5.0• Faculty Advisor, Supply Chain Student Club	

Duke University:

- *EGRMGT580*: Decision Models (Master of Engineering Management elective)

2016, Fall (in-person): 4.8/5.0

AWARDS &
HONORS

- Gatton College Junior Faculty Research Productivity Award
- Second Place, IBM Best Student Paper Award for Service Science
- Duke University Ph.D. Fellowship
- Leonhard Euler Memorial Award in Mathematics - Penn State
- Economics REU Grant - Penn State

PRESENTATIONS

The First-Mile Problem in the Reverse Supply Chain of E-Waste

- POMS Annual Conference, Orlando 2023

Optimizing Free-to-Play Multiplayer Games with Premium Subscription

- POMS Annual Conference, Orlando 2023
- Xi'an Jiaotong University (online) 2022
- INFORMS Annual Meeting, Indianapolis 2022
- CSAMSE Conference (online) 2021

Courteous or Crude? Managing User Conduct to Improve On-Demand Service Platform Performance

- Dongbei University of Finance and Economics (online) 2020
- INFORMS Annual Meeting, Seattle 2019
- POMS Annual Conference, Washington DC 2019
- University of Kentucky, Gatton College of Business and Economics 2018
- Syracuse University, Martin J. Whitman School of Management 2018
- INFORMS Annual Meeting, Phoenix 2018
- MSOM Conference, Jindal School of Management, UT Dallas 2018
- POMS Annual Conference, Houston 2018

Managing Innovation Spillover in Outsourcing

- INFORMS Annual Meeting, Houston 2017
- MSOM Conference, Kenan-Flagler Business School, UNC 2017
- POMS Annual Conference, Seattle 2017
- INFORMS Annual Meeting, Philadelphia 2015

SERVICE

- Reviewer: Management Science, Naval Research Logistics, Production and Operations Management, Information Systems Research
- Conference Session Chair: 2018 POMS Annual Conference (OM/Marketing Interface), 2018 MSOM Annual Conference (Economics and OM), 2023 POMS Annual Conference (Manufacturing Operations track, Sustainable Operations track), 2023 INFORMS Annual Meeting (scheduled, Auctions and Market Design cluster)
- University Committee: Supply Chain Master's Program Committee, Supply Chain Lecturer Hiring Committee, Department Chair Search Committee