

Yunke Mai

CONTACT INFORMATION	435K Gatton College of Business 550 S Limestone Lexington, KY 40506	Email: yunke.mai@uky.edu Phone: 859-257-2966
EMPLOYMENT	University of Kentucky, Gatton College of Business Assistant Professor	08/2019 - present
EDUCATION	Duke University, Fuqua School of Business Ph.D. in Business Administration	2013 - 2019
	Pennsylvania State University, University Park Bachelor of Science in Mathematics; Economics Minor	2009 - 2013
RESEARCH INTERESTS	Sharing Economy Platforms, Strategic Sourcing, Technology and Innovation Management, Classical and Evolutionary Game Theory, Decision Analysis	
RESEARCH PAPERS	Hu, B., Y. Mai, S. Pekeč. Managing Innovation Spillover in Outsourcing, <i>forthcoming at Production and Operations Management</i> . (Dissertation Essay I; authors are listed alphabetically)	
	Mai, Y., B. Hu, Y. Hu, S. Pekeč, Z. Zou. Courteous or Crude? Understanding and Shaping User Behavior in Ride-hailing, <i>reject and resubmit at Management Science</i> . (Dissertation Essay II)	
	- Second Place, 2018 IBM Best Student Paper Award for Service Science	
	Mai, Y., S. Pekeč. Information Acquisition and Technology Adoption in a Partnership, <i>reject and resubmit at Management Science</i> . (Dissertation Essay III)	
TEACHING	<i>MKT 390</i> : Sourcing and Procurement Undergraduate elective course University of Kentucky Teaching Evaluation: 5/5, 4.9/5	Spring 2020
	<i>EGRMGT 580</i> : Decision Models Master of Engineering Management Duke University Teaching Evaluation: 4.77/5	Fall 2016
AWARDS & HONORS	<ul style="list-style-type: none">• Second Place, IBM Best Student Paper Award for Service Science• Duke University Ph.D. Fellowship• Leonhard Euler Memorial Award - Penn State• Economics REU Grant - Penn State	2018 2013 - 2018 2013 2012
CONFERENCE PRESENTATIONS	Courteous or Crude? Understanding and Shaping User Behavior in Ride-hailing	
	<ul style="list-style-type: none">• INFORMS Annual Meeting, Seattle	2019

- POMS Annual Conference, Washington DC 2019
- INFORMS Annual Meeting, Phoenix 2018
- MSOM Conference, Jindal School of Management, UT Dallas 2018
- POMS Annual Conference, Houston 2018

Managing Product 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

Information Acquisition and Technology Adoption in a Partnership

- ADA Conference, Austin 2017
- INFORMS Annual Meeting, Nashville 2016

SERVICES

Conference Session Chair

- POMS Annual Conference 2018: OM/Marketing Interface
- MSOM Annual Conference 2018: Economics and OM

Reviewer

- Production and Operations Management
- Naval Research Logistics

Committee Member

- Supply Chain Master's Program Committee
- Supply Chain Lecturer Recruiting Committee