

# Yanchong (Karen) Zheng

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## ACADEMIC POSITION

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| 9/2013 – present | <b>Sloan School of Management</b><br><b>Massachusetts Institute of Technology</b><br>Sloan School Career Development Professor    | Cambridge, MA |
| 7/2011 – present | <b>Sloan School of Management</b><br><b>Massachusetts Institute of Technology</b><br>Assistant Professor of Operations Management | Cambridge, MA |

## EDUCATION

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| 9/2006 – 8/2011 | <b>Stanford University</b> , Management Science & Engineering<br>Ph.D., Production and Operations Management<br>Dissertation: Trust and Trustworthiness in Supply Chain Management<br>Committee: Özalp Özer, Warren Hausman, Hau Lee | Stanford, CA   |
| 9/2003 – 7/2006 | <b>Tsinghua University</b> , Department of Automation<br>Master of Science in Control Science and Engineering  | Beijing, China |
| 9/1999 – 7/2003 | <b>Tsinghua University</b> , Department of Automation<br>Bachelor of Engineering in Automation, Minor Degree in English  | Beijing, China |

## RESEARCH INTERESTS

- Behavioral operations management
- Information, transparency, and operational risks in global supply chains
- Socially responsible supply chains
- Behavioral and experimental economics

## PUBLICATIONS

1. “Markdown or Everyday Low Price? The Role of Behavioral Motives,” with Ö. Özer. *Management Science*, February 2016, 62(2) 326-346.
2. “Trust, Trustworthiness, and Information Sharing in Supply Chains Bridging China and the United States,” with Ö. Özer, Y. Ren. *Management Science*, October 2014, 60(10) 2435-2460.
  - This paper was named Runner-Up in the 2013 INFORMS Behavioral Operations Management Section Best Working Paper Competition.
3. “The NGO’s Dilemma: How to Influence Firms to Remove a Potentially Hazardous Substance,” with T. Kraft, F. Erhun. *Manufacturing & Service Operations Management*, Fall 2013, 15(4) 649-669.
4. “Trust in Forecast Information Sharing,” with Ö. Özer, K. Chen. *Management Science*, June 2011, 57(6) 1111-1137.
  - This paper won the 2014 *Management Science* Best Paper Award in Operations Management.
5. “A Process Analysis of Global Trade Management: An Inductive Approach,” with W. Hausman, H. Lee, G. Napier, A. Thompson. *Journal of Supply Chain Management*, April 2010, 46(2) 5-29.
6. “Establishing Trust and Trustworthiness in Supply Chain Information Sharing,” with Ö. Özer. To appear in *Handbook of Information Exchange in Supply Chain Management*, A. Ha, C. Tang, eds., Springer, 2016.

7. "Assessing Consumers' Valuations of Socially Responsible Products with Controlled Experiments," with T. Kraft, L. Valdes. Chapter 3 in *Environmentally Responsible Supply Chains*, A. Atasu, ed., 2016, Springer Series in Supply Chain Management, Vol. 3, Springer International Publishing Switzerland.
8. "Behavioral Issues in Pricing Management," with Ö. Özer. Chapter 20 in *The Oxford Handbook of Pricing Management*, Ö. Özer, R. Phillips, eds., 2012, Oxford University Press, Oxford, United Kingdom.

## WORKING PAPERS

9. "Supply Chain Visibility and Social Responsibility: Investigating Consumers' Behaviors and Motives," with T. Kraft, L. Valdes, under review at *Management Science* (3rd round), 2016. This paper won:
  - First Prize in the 2015 Production & Operations Management Society College of Sustainable Operations Best Student Paper Competition.
  - Second Prize in the 2015 INFORMS Behavioral Operations Management Section Best Working Paper Competition.
10. "Process-driven Discussions in Collective Decision Making for Operational Risk Management," with R. Levi, S. Wang, under review at *Management Science* (1st round), 2016.
11. "Markdown Pricing with Quality Perception and Consumer Optimism: From Experiment to Theory," with R. Hariss, G. Perakis, W. Sinchaisri, under review at *Management Science* (1st round), 2016.
12. "Trust among Executives," with E. Choi, Ö. Özer, under review at *Management Science* (1st round), 2016.
13. "An Empirical Investigation of Risk Drivers for Economically Motivated Adulterations in Farming Supply Chains," with R. Levi, S. Springs, S. Stewart, S. Wang.
14. "Economically Motivated Adulterations in Farming Supply Chains: The Role of Dispersion and Traceability," with R. Levi, S. Singhvi.

## WORK IN PROGRESS

15. "Levels versus Changes: The Impact of Information Transparency on Sustainability Behavior," with R. Buell, S. Mariadassou.
16. "Consumer Trust toward Social Responsibility Disclosure," with T. Kraft, L. Valdes.
17. "Motivating Supplier Social Responsibility under Information Asymmetry," with T. Kraft, L. Valdes.
18. "A Cognitive Hierarchy Model of Trust in Strategic Information Sharing," sole author.
19. "Governance and Quality Control in China: An Empirical Study," with Y. Huang, S. Wang.

## GRANTS & HONORS

- NSF CAREER Award, "A Closed-Loop Methodology for Investigating Trust, Culture, and Information Sharing in Global Supply Chains," award period: 9/1/2015 – 8/31/2020.
- 2014 *Management Science* Best Paper Award in Operations Management. Award paper: Trust in Forecast Information Sharing (with Ö. Özer, K. Chen).
- First Prize in the 2015 Production and Operations Management Society College of Sustainable Operations Best Student Paper Competition, and Second Prize in the 2015 INFORMS Behavioral Operations Management Section Best Working Paper Competition. Award paper: Supply Chain Visibility and Social Responsibility: Investigating Consumers' Behaviors and Motives (with T. Kraft, L. Valdes).
- Runner-Up in the 2013 INFORMS Behavioral Operations Management Section Best Working Paper Competition. Award paper: Trust, Trustworthiness, and Information Sharing in Supply Chains Bridging China and the United States (with Ö. Özer, Y. Ren).
- *Management Science* Distinguished Service Award (2012, 2013, 2014, 2015)
- *Manufacturing & Service Operations Management* Meritorious Service Award (2011, 2015)

- Best Reviewer Award 2013-2014, *Production & Operations Management Journal*, Department of Behavioral Operations
- MIT Buchsbaum Fund Grant, 2012
- Small Grants in Behavioral Economics, Russell Sage Foundation, Grant No. 98-10-10

## TEACHING EXPERIENCE

### MIT Sloan School of Management

Fall 2016	15.780: Stochastic Models in Business Analytics (undergrads)
	15.S72: The Analytics of Operations Management (masters)
Fall 2012, 2014, 2016	15.795: Behavioral Decision Theories and Applications (PhD)
Spring 2014, 2016	15.764: The Theory of Operations Management (PhD)
Spring 2012, 2014, 2015	15.761: Introduction to Operations Management (MBA elective)
Summer 2012	15.761: Introduction to Operations Management (LGO core)

### University of Virginia, Darden School of Business

January 2014	Guest Lecture: Measuring Consumer Willingness-to-Pay for Socially Responsible Products (Executive Education) (co-lecture with T. Kraft)
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### The University of Texas at Dallas, School of Management

Spring 2011	Guest Lecture: Behavioral Issues in Pricing Management (MBA) (co-lecture with Ö. Özer)
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## INVITED TALKS

- *Supply Chain Transparency in Social Responsibility*
  - London Business School, March 2016
  - University College London, March 2016
  - Georgia Institute of Technology, Scheller College of Business, January 2016
  - Stanford University, Graduate School of Business, November 2015
  - University of California, Los Angeles, Anderson School of Management, November 2015
  - The University of Texas at Dallas, Jindal School of Management, Center and Laboratory for Behavioral Operations and Economics, March 2015
  - MIT Sloan Marketing Seminar Series, October 2014
- *Trust and Information Sharing in Global Supply Chains*
  - GERAD, Montreal, Canada, March 2015
  - Columbia Business School, Columbia University, New York, December 2013
- *Trust in Forecast Information Sharing*
  - Northwestern University, Kellogg School of Management, May 2012
  - The Pennsylvania State University, Smeal College of Business, April 2012
  - University of Maryland, College Park, Robert H. Smith School of Business, November 2011
  - Washington University in St. Louis, Olin Business School, February 2011
  - Indiana University, Kelley School of Business, February 2011
  - Harvard Business School, January 2011
  - The University of Texas at Dallas, School of Management, January 2011
  - Cornell University, Samuel Curtis Johnson Graduate School of Management, January 2011
  - New York University, Leonard N. Stern School of Business, January 2011
  - Massachusetts Institute of Technology, Sloan School of Management, December 2010
  - University of Michigan, Ann Arbor, Stephen M. Ross School of Business, December 2010
  - Santa Clara University, Leavey School of Business, December 2010

## CONFERENCE PRESENTATIONS

- 2016 Annual Behavioral Operations Conference (Madison, WI), peer-reviewed
  - *Markdown Pricing with Quality Perception and Consumer Optimism: From Experiment to Theory*

- 2016 INFORMS Revenue Management and Pricing Section Conference (New York, NY), peer-reviewed
  - *Markdown Pricing with Quality Perception and Consumer Optimism: From Experiment to Theory*
- 2016 Early-Career Sustainable Operations Workshop (Raleigh, NC), peer-reviewed
  - *Investment in Supply Chain Transparency for Social Responsibility*
- 2015 INFORMS Annual Meeting (Philadelphia, PA)
  - *Investment in Supply Chain Transparency for Social Responsibility*
  - *Markdown Pricing with Quality Perception and Consumer Optimism: From Experiment to Theory*
  - *Process-driven Discussions in Collective Decision Making for Operational Risk Management*
  - *The Role of Farming Supply Chain Structure in Driving Economically Motivated Food Adulteration*
  - *Transparency in Social Responsibility: Investigating Consumers' Behaviors and Motives*
  - *Trust, Social Networks, and Information Sharing among Executives*
- 2015 MSOM & SIG Conferences (Toronto, Canada), peer-reviewed
  - *Pricing with Quality Perception: Theory and Experiment*
  - *Transparency in Social Responsibility: Investigating Consumers' Behaviors and Motives* (Sustainable Operations SIG Conference)
- 2015 Behavioral Operations Workshop (Ithaca, NY), peer-reviewed
  - *Transparency in Social Responsibility: Investigating Consumers' Behaviors and Motives*
- 2015 POMS Annual Conference (Washington, D.C.)
  - *Investment in Supply Chain Transparency for Social Responsibility*
  - *Transparency in Social Responsibility: Investigating Consumers' Behaviors and Motives*
- 2015 Early-Career Sustainable Operations Workshop (Atlanta, GA)
  - *Assessing Consumers' Valuations of Socially Responsible Products with Controlled Experiments*
- 2014 INFORMS Annual Meeting (San Francisco, CA)
  - *Markdown or Everyday Low Price? The Role of Behavioral Motives*
  - *Transparency in Social Responsibility: Investigating Consumers' Behaviors and Motives*
- 2014 Mostly OM Workshop (Beijing, China)
  - *Transparency in Social Responsibility: Investigating Consumers' Behaviors and Motives*
- 2013 MSOM Conference (Fontainebleau, France), peer-reviewed
  - *Trust, Trustworthiness, and Information Sharing in Supply Chains Bridging China and the United States*
- 2013 HBS "Sustainability and the Corporation: Big Ideas" Conference (Boston, MA), peer-reviewed
  - *The NGO's Dilemma: How to Influence Firms to Replace A Potentially Hazardous Substance*
- 2012 INFORMS Annual Meeting (Phoenix, AZ)
  - *Markdown or Everyday Low Price? The Role of Behavioral Motives*
  - *Trust, Trustworthiness, and Information Sharing in Supply Chains Bridging China and the United States*
- 2012 MSOM Conference (New York, NY), peer-reviewed
  - *Markdown or Everyday Low Price? The Role of Behavioral Motives*
  - *Trust, Trustworthiness, and Information Sharing in Supply Chains Bridging China and the United States*
- 2012 Behavioral Operations Workshop (Washington, D.C.), peer-reviewed
  - *Trust, Trustworthiness, and Information Sharing in Supply Chains Bridging China and the United States*
- 2011 INFORMS Annual Meeting (Charlotte, NC)
  - *Markdown or Everyday Low Price? The Role of Behavioral Motives*

- *Trust, Trustworthiness, and Information Sharing in Supply Chains Bridging China and the United States*
- 2011 IFORS 19<sup>th</sup> Triennial Conference (Melbourne, Australia)
  - *Markdown or Everyday Low Price? The Role of Behavioral Motives*
- 2011 POMS Annual Conference (Reno, NV)
  - *Trust, Trustworthiness, and Information Sharing in Supply Chains Bridging China and the United States*
- 2010 INFORMS Annual Meeting (Austin, TX)
  - *Behavioral Issues in Pricing Management*
  - *A Process Analysis of Global Trade Management – An Inductive Approach*
- 2010 POMS Annual Conference (Vancouver, Canada)
  - *Trust in Forecast Information Sharing*
  - *A Process Analysis of Global Trade Management – An Inductive Approach*
- 2009 INFORMS Annual Meeting (San Diego, CA)
  - *Trust in Forecast Information Sharing*
- 2009 MSOM Conference (Cambridge, MA), peer-reviewed
  - *Trust in Forecast Information Sharing*
- 2008 INFORMS Annual Meeting (Washington, D.C.)
  - *Trust in Forecast Information Sharing*

## PROFESSIONAL ACTIVITIES & SERVICES

- Reviewer for *Management Science, Operations Research, Manufacturing & Service Operations Management, Production & Operations Management, MSOM Student Paper Competition, BOM Best Working Paper Competition, MSOM & SIG Conferences, National Science Foundation SMOR Program Panel*
- Member of the three-person committee for the INFORMS BOM Section Best Working Paper Competition in 2015 (chair) and 2016 (committee member)
- Conference Organizer:
  - 2017 Annual Behavioral Operations Conference at MIT Sloan
  - 2016 MSOM Sustainable Operations SIG Conference (co-chair with T. Kraft)
  - 2015 MSOM Supply Chain Management SIG Conference (co-chair with G. Allon, R. Bray)
- Cluster Chair:
  - 2016 POMS Annual Meeting, Socially Responsible Operations Track (co-chair with R. Swinney)
  - 2014 POMS Annual Meeting, Behavior in Operations Management Cluster (co-chair with M. Kremer)
  - 2014 INFORMS Annual Meeting, Manufacturing & Service Operations Management – Supply Chain Management SIG Cluster (co-chair with X. Su)
- Memberships:
  - Institute for Operations Research & Management Science (INFORMS)
  - Manufacturing & Service Operations Management Society (MSOM)
  - INFORMS Society for Marketing Science
  - Behavioral Operations Management Section
  - Revenue Management and Pricing Section
  - Women in OR/MS Forum