

Hongyan Jenny Li

Department of Economics and Business Economics • School of Business and Social Science

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Education

- 10/2003–04/2007 Lancaster University Management School, Lancaster, UK
PhD in Management Science
- 09/1997–01/2000 Northeastern University, Shenyang, China
MSc in Management Science and Engineering
- 09/1993–07/1997 Northeastern University, Shenyang, China
BSc in Statistics

Research & Teaching Interests

- Operations Management
- Revenue Management
- Inventory Management
- Decision Analysis (Multiple Criteria Decision Making)
- Marketing Analysis
- Computer Simulation

Experience

- 08/2012 to present School of Business and Social Science, Aarhus University, Aarhus, Denmark
Associate Professor
- Taught following courses:
- Project Management (5 ECTS, Master course)
 - Revenue Management (5ECTs, Master course)
 - Simulation (10ECTs, Master/Bachelor course)
 - Simulation (5ECTs, Master course)
 - Mathematics for Economic Analysis (5ECTs, Bachelor course)
- 09/2010 to 07/2012 School of Business and Administration, Northeastern University, China
Associate Professor
- Taught following courses:
- E-commerce and Information management (Master course)
 - Management Information Systems (Bachelor course)
- 10/2007 to 08/2010 Aarhus School of Business, Aarhus University, Aarhus, Denmark
Post Doctor
- Taught following courses:
- Revenue Management (Master course)
 - Operations and Supply Chain Management (Bachelor course)
- 10/2003–04/2007 Lancaster University Management School, Lancaster, UK
Teaching Assistant

Taught tutorial sessions and workshops for following courses:

- Statistics and Computing for Management
- Techniques for Management Decision-Making
- Operations Management
- Statistics Methods for Business

02/2000–09/2003 School of Business and Administration, Northeastern University, China
Lecturer

Taught the following courses:

- Management Information Systems
- Database Applications in Management
- Information Economics

Publications

- Yongsheng Cheng, **Hongyan Li**, Anders Thorstenson. Double marketing efforts and advanced selling in a newsvendor framework. 2018. *Computers and Industrial Engineering*. Published online.
- **Hongyan Li**, Joern Meissner, Capacity Optimization and Competition with Cyclical and Lead-Time-Dependent Demands. *Annals of Operations Research*. 2018, Published online.
- Ata Marand Jalili, **Hongyan Li**, Anders Thorstenson. Joint Inventory Control and Pricing in a Service-Inventory System. *International Journal of Production Economics*. 2017, Published online.
- Bing-Bing Cao, Zhi-Ping Fan, **Hongyan Li**, and Tian-Hui You. Inventory control and pricing for regret-averse Newsvendor, *RAIRO-Operations Research*, 2017, 51: 1033-1054.
- Bing-Bing Cao, Zhi-Ping Fan, **Hongyan Li**, and Tian-Hui You. Joint Inventory, Pricing, and Advertising Decisions with Surplus and Stockout Loss Aversions, *Discrete Dynamics in Nature and Society*, 2016, <http://dx.doi.org/10.1155/2016/1907680>.
- **Hongyan Li**, Anders Thorstenson. A multi-phase algorithm for a joint lot-sizing and pricing problem with stochastic demands. *International Journal of Production Research*. 2014, 52(8): 2345-2362.
- Yang Liu, Zhi-Ping Fan, Yuan Yuan, **Hongyan Li**. A FTA-based method for risk decision-making in emergency response. *Computers & Operations Research*. 2014, 42: 49-57.
- **Hongyan Li**, Tianhui You. Capacity Commitment and Pricing for Substitutable Products under Competition. *Journal of Systems Science and Systems Engineering*. 2012, 21(4):443-460.
- **Hongyan Li**, Joern Meissner. Competition under capacitated dynamic lot sizing with capacity acquisition, *International Journal of Production Economics*. 2011, 131(2): 535-544.
- **Hongyan Li**, Joern Meissner. Capacitated dynamic lot sizing with capacity acquisition, *International Journal of Production Research*. 2011, 49(16): 4945-4963.

- **Hongyan Li**, Tianhui You and Xiaoyi Luo. Collaborative supply chain planning under dynamic lot sizing costs with capacity decision, *System Engineering and Electronic Technology*, 2010, 22(2): 247-256.
- **Hongyan Li**, Linda Hendry and Teunter Ruud. A strategic capacity allocation model for a complex supply chain: formulation and solution approach comparison, *International Journal of Production Economics*. 2009, 121: 505-518.
- Yuan Li, Fan Zhiping, **Hongyan Li**. Value-adding time, approach to business process reengineering. *Proceedings of the 4th Asia Pacific Decision Science Institute Conference*. Shanghai, China. June 10-12, 1999, pp. 531-533.

Book Chapters

- 'Distribution and warehousing in supply chains', (with Joern Meissner), book chapter, in *The Handbook of Technology Management*, Volume II, edited by Hossein Bidgoli, John Wiley & Sons. 2009.

White Papers

- 'Improving quality in Business Process Outsourcing – Achieve process and service quality with technology' (with Joern Meissner), *SAP Insight* No 50-091-185 (August 2008 – SAP Solution Briefs format).

Conference Presentations

- Rebate optimization in retail platform with proportional revenue sharing. EURO XXVII, Barcelona, July 2014.
- Competition in service supply chains with risk-averse retailer. EURO XXVI, Rome, July 2013.
- Joint service capacity and lead time decisions with dynamic scheduling. INFORMS International Meeting, Beijing, July 2012.
- Hongyan Li, Capacity commitment and pricing for substitutable products. The 19th Triennial Conference of the International Federation of Operational Research Societies (IFORS 2011). July 2011, Melbourne, Australia.

Funded Research Projects

- 'Joint Optimization of capacity and lot-sizing with dynamic demands and lot sizing costs for decentralized supply chains', National Science Foundation Project (71101021), 2012.01-2014.12. Grant holder.
- 'Joint Optimization of capacity, lot-sizing and pricing under market and resource competition', National Foundation of Post-Doctor Project (20110490144), 2011.03-2013.03. Grant holder.
- 'Optimization of public transportation system with sustainability', Science and Technology Project of Shenyang (20110490144), 2012.06-2013.06. Grant holder.

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- 'Optimization of public transportation system with sustainability', International Cooperation founding, Liaoning (20110490144), 2012.01-2012.12. Grant holder.