
Curriculum Vitae

Yuanyuan Ding

University of Minnesota
Carlson School of Management, Supply Chain and Operations
(571) 508-9747
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Education

Ph.D. in Business Administration, Supply Chain and Operations, Expected May 2024

University of Minnesota Twin Cities, Carlson School of Management

- Dissertation: Managing Operational Design within Innovative Retail Contexts
- Co-advisors: Prof. Karen Donohue and Prof. Necati Ertekin

Master of Science in Management, Operations Research and Supply Chain, 2018

Case Western Reserve University, Weatherhead School of Management

Bachelor of Science in International Logistics and Shipping Management, 2016

Shanghai Maritime University

Research

Research Interests

Behavioral Operations; Consumer Behavior; Retail Operations; Operations-Marketing Interface

Publication

Ertekin, N., Ding, Y., & Donohue, K. (2023). Strategic Visual Merchandising of New and Open-Box Products: Evidence from Experiment and Retail Data. *Management Science, Articles in Advance*.
[doi:10.1287/mnsc.2023.4786](https://doi.org/10.1287/mnsc.2023.4786)

Research in Progress

Ding, Y., Donohue, K., & Ertekin, N. (2023) Design of Curated Subscription Services in Retailing: Role of Transparency and Customer Involvement. Target journal: *Manufacturing & Service Operations Management*.

Ding, Y., Donohue, K., & Ertekin, N. (2023) Human vs. Algorithm-Generated Recommendations in the Era of Filter Bubbling.

Invited Conference Presentations

Design of Curated Subscription Services in Retailing: Role of Transparency and Customer Involvement
INFORMS 2023, POMS 2023, Behavioral Operations Conference 2023, INFORMS 2022

Strategic Visual Merchandising of New and Open-Box Products: Evidence from Experiment and Retail Data
Behavioral Operations Conference 2022, POMS 2022, INFORMS 2021

Teaching

Instructor

SCO 3001: Introduction to Supply Chain and Operations (60 students), Spring, 2022

- Student Rating of Teaching: 5.5/6
- Ph.D. Student Teaching Award, University of Minnesota, 2022

Graduate Teaching Assistant

MBA 6221: Supply Chain & Operations, Spring 2023
SCO 6085: Sales, Inventory, and Operations Planning, Spring 2023/ Summer 2023
SCO 6045: Strategic Sourcing, Spring 2021
SCO 6290: Managing Supply Chain Operations, Fall 2020/ Fall 2021/ Fall 2022
SCO 6192: Supply Chain Finance, Spring 2020/ Spring 2021
SCO 6081: Global Operations Strategy, Spring 2020
SCO 3072: Managing Technologies in the Supply Chain, Fall 2018
SCO 3045: Sourcing and Supply Management, Fall 2020/ Fall 2021/ Spring 2021/ Fall 2022
SCO 3001: Supply Chain and Operations, Fall 2018/ Fall 2019/ Spring 2019

Service

Session Chair, Job Market Candidate Showcase, scheduled for INFORMS 2023
Session Chair, Retail Operations Track, POMS 2023
Session Chair, Panel “Research Opportunities for Nudging Behavior within the Retail Sector”, POMS 2022
Volunteer (i.e., technology support for online sessions), POMS 2021

Awards, Honors, and Grants

Kristy Cua Doctoral Student Excellence Award, University of Minnesota, 2021
Travel Fellowship, University of Minnesota, 2020 & 2021 & 2022
Ph.D. Summer Research Fellowship, University of Minnesota, 2019 to 2022
Ph.D. Fellowship, University of Minnesota, 2018 to 2022
Fellowship, Case Western Reserve University, 2016 & 2017
Outstanding Student, Shanghai Maritime University, 2014
National Scholarship, Shanghai Maritime University, 2013

Professional Development Activities

Northwestern University Causal Inference Workshop, 2022
Program for the Advancement of Classroom Excellence (PACE), University of Minnesota, 2022
POMS Doctoral Consortium, 2022
POMS Ph.D. Job Search Workshop Series, 2023
INFORMS Teaching Effectiveness Colloquium, 2023

Doctoral Coursework

Operations Management

Research in Operations Strategy, Management of Technological Operations, Supply Chain Management, Research on Quality Management, Behavioral Operations Management

Methods

Designing Experiments, Design of Experiments and Mixed -Effects Modeling, Econometric Analysis, Quantitative Modeling, Theory Building and Research Design, Theory of Statistics, Stochastic Models, Research Methods in Work and Organization, Consumer Behavior Seminar, Applied Policy Analysis

Technical Skills

R, Stata, oTree, Qualtrics, SPSS, SAS

Professional Experiences

Cleveland Clinic, Intern, Jun-Aug 2018

Simulated lab and pharmacy to help understand the bottlenecks in the process, performance of current state, (patients' average wait time), resource utilization (future scheduling), and the implication of volume fluctuations. Initiated continuous improvement project of transferring patients from cancer center to Oncology unit by drawing value stream map and fishbone diagram.

Maersk Line, Intern, Jun-Aug 2015

Interpreted marketing data using statistical techniques (pivot table/access) to draw conclusions for managerial action and strategy.

References

Karen Donohue

Professor and Curtis L. Carlson Chair in Supply Chain, Carlson School of Management, University of Minnesota
Contact info: donoh008@umn.edu

Necati Ertekin

Assistant Professor of Supply Chain and Operations, Carlson School of Management, University of Minnesota
Contact info: nertekin@umn.edu

Anant Mishra

Professor, Andrew Van de Ven Professor in Supply Chain, Carlson School of Management, University of Minnesota
Contact info: anant@umn.edu

Steven Huchendorf (Teaching Reference)

Senior Lecturer, Director of the PACE Program, Carlson School of Management, University of Minnesota
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