

Ying He
Adjunkt
Institut for Virksomhedsledelse og Økonomi
Postadresse:
Campusvej 55
5230
Odense M
Danmark
E-mail: yinghe@sam.sdu.dk
Telefon: 65507238
ORCID:
orcid.org/0000-0002-5587-1079#sthash.aDWM5Ly7.0gHrJclY.dpuf



Education Background

Ph.D. in Management Science 2013. The University of Texas at Austin, USA
M.S. in Management Science 2010. The University of Texas at Austin, USA
B.A. in Economics 2004. Xi'an Jiaotong University, China

Research Area

Decision Analysis: Multi-attribute Utility Function, Group Utility Function, Behavioral Decision Making
Decision Theory: Decision Making under Risk/Ambiguity, Inter-temporal Preferences,
Operations Management: Revenue Management, Inventory Management, Pricing

Employment

Associate Professor June 2019 to present, University of Southern Denmark, Denmark
Assistant Professor August 2014 to May 2019, University of Southern Denmark, Denmark
Visiting Assistant Professor Nov 2013 to August 2014, City University of Hong Kong, China
Teaching Assistant, 2008 to 2013, The University of Texas at Austin, USA

Publications

Recursive Two-Stage Evaluation Model for Dynamic Decision Making under Ambiguity
He, Y., 4. jul. 2024, (E-pub ahead of print) I: Journal of Mathematical Economics. 113, August, 103022.

Group Risky Choice and Resource Allocation under Social Comparison Effects
Chen, X., Dong, Y. & He, Y., feb. 2024, (Accepteret/In press) I: Group Decision and Negotiation.

Customized dynamic pricing when customers develop a habit or satiation
Chen, W., He, Y. & Bansal, S., nov. 2023, I: Operations Research. 71, 6, s. 2158-2174

Probabilistic selling in vertically differentiated markets: The role of substitution
He, Y. & Rui, H., nov. 2022, I: Production and Operations Management. 31, 11, s. 4191-4204

Dynamic pricing and inventory control with delivery flexibility
Chen, W. & He, Y., okt. 2022, I: Annals of Operations Research. 317, 2, s. 481-508

Preference-approval structures in group decision making: Axiomatic distance and aggregation
Dong, Y., Li, Y., He, Y. & Chen, X., dec. 2021, I: Decision Analysis. 18, 4, s. 273-295

Revisiting Ellsberg's and Machina's Paradoxes: A two-stage evaluation model under ambiguity
He, Y., nov. 2021, I: Management Science. 67, 11, s. 6629-7289

The reliability analysis of rating systems in decision making: When scale meets multi-attribute additive value model
Zhao, S., Dong, Y. & He, Y., nov. 2020, I: Decision Support Systems. 138, 12 s., 113384.

A Note on Recursive Two-Stage Evaluation Model

He, Y., mar. 2020, (Under udarbejdelse).

An additive model of decision making under risk and ambiguity

He, Y., Dyer, J., Butler, J. & Jia, J., dec. 2019, I: Journal of Mathematical Economics. 85, s. 78-92

A Decision Making Model with Utility from Anticipation and Disappointment

He, Y., Dyer, J. & Butler, J., 16. jan. 2019, I: Journal of Multi-Criteria Decision Analysis. 26, 1-2, s. 35-50

Decomposing a Utility Function Based on Discrete Distribution Independence

He, Y., Dyer, J. & Butler, J., dec. 2014, I: Decision Analysis. 11, 4, s. 233-249

Augmenting Ordinal Methods of Attribute Weight Approximation

Daneilson, M., Ekenberg, L. & He, Y., 27. feb. 2014, I: Decision Analysis. 11, 1, s. 21-26

On the Axiomatization of the Satiation and Habit Formation Utility Models

He, Y., Dyer, J. & Butler, J., 30. dec. 2013, I: Operations Research. 61, 6, s. 1399-1410

Risk attributes theory: Decision making under risk

He, Y. & Huang, R., apr. 2008, I: European Journal of Operational Research. 186, 1, s. 243-260

Awards

Jeffary Lecture at Risk, Uncertainty, and Decision (RUD) conference in Paris in June 2019

1st place, Student paper competition of Decision Analysis Society INFORMS. 2011

Finalist, decision analysis special recognition award 2014

2008 to 2013 Dean's Fellowship, McCombs School of Business, The University of Texas at Austin

Undervisning og vejledning

Business Analytics: Data Driven Decision Making

He, Y.

01/02/2023 → 31/08/2023

Decision Analysis

He, Y.

01/02/2015 → 30/06/2015

Driftsøkonomi (Odense)

He, Y., Olesen, O. B. & Petersen, N. C.

01/09/2019 → 31/12/2020

Driftsøkonomi (Slagelse)

He, Y., Olesen, O. B. & Petersen, N. C.

01/09/2019 → 31/12/2020

Master Thesis on Global Logistics and Supply Chain Management. cand.merc

He, Y.

01/09/2016 → ...

Operationsanalyse

Olesen, O. B. & Range, T. M.
01/09/2013 → 31/12/2013

Operationsanalyse

Pavlikov, K. & Olesen, O. B.
01/09/2018 → 31/01/2022

Operations and Supply Chain Management

He, Y., Olesen, O. B. & Petersen, N. C.
01/10/2016 → ...

Operations and Supply Chain Management

Olesen, O. B.
01/09/2014 → 31/01/2018

Operations and Supply Chain Management

He, Y. & Pavlikov, K.
01/09/2022 → ...

Operations and Supply Chain Management

Olesen, O. B.
01/09/2015 → 31/01/2017

Operations Research

He, Y. & Sudhölter, P.
04/09/2014 → 21/12/2018

Operations Research

Pavlikov, K. & He, Y.
01/09/2019 → 31/12/2021

Statistics for Production Development and Innovation

He, Y.
01/02/2015 → 31/05/2015

Strategic Issues in Supply Chain Management

Olesen, O. B.
01/02/2014 → 30/06/2018

Strategic Issues in Supply Chain Management

He, Y.
03/02/2016 → 30/06/2021

Strategic Issues in Supply Chain Management

He, Y.

01/02/2020 → 31/08/2021

Strategic Issues in Supply Chain Management

Olesen, O. B.

01/02/2019 → 31/08/2019

Supply Chain Inventory and Production Planning

He, Y. & Pavlikov, K.

01/09/2017 → 31/12/2017

Supply Chain Inventory and Production Planning

Pavlikov, K. & He, Y.

01/09/2018 → 31/12/2018

Supply Chain Inventory and Production Planning

Olesen, O. B.

01/09/2013 → 31/01/2018

Supply Chain Inventory and Production Planning

Pavlikov, K. & He, Y.

01/09/2019 → 31/12/2020

Supply Chain Inventory and Production Planning

Olesen, O. B. & He, Y.

01/09/2018 → 31/01/2021

Supply Chain Links and Enterprise Resource Planning

Olesen, O. B.

01/02/2015 → 30/06/2018

Virksomhedens informationssystemer

He, Y.

01/01/2023 → 30/06/2023

Virksomhedens IT værktøjer

He, Y.

01/02/2023 → 30/06/2023

Aktiviteter

Customized Dynamic Pricing when Customers Develop a Habit or Satiation

He, Y. (Underviser)

27. apr. 2023 → 28. apr. 2023

Customized Dynamic Pricing when Customers Develop a Habit or Satiation

He, Y. (Underviser)
21. apr. 2023

Data-driven Method to Learn Multi-attribute Value Function with Reference Effect

He, Y. (Underviser)
18. okt. 2022

Data Driven Learning Models of Multi-attribute Value Functions with Reference Effect

He, Y. (Underviser)
16. okt. 2022 → 19. okt. 2022

Foundation of Utility and Risk

He, Y. (Oplægsholder)
11. jul. 2022 → 14. jul. 2022

2022 Manufacturing and Service Operations Management (MSOM) Conference

He, Y. (Oplægsholder)
26. jun. 2022 → 28. jun. 2022

Advances in Decision Analysis (ADA) 2022

He, Y. (Arrangør)
22. jun. 2022 → 25. jun. 2022

Probabilistic Selling in Vertically Differentiated Markets

He, Y. (Medforfatter) & Rui, H. (Oplægsholder)
15. dec. 2021 → 17. dec. 2021

Group Decision and Negotiation (Tidsskrift)

He, Y. (Peer reviewer)
1. jul. 2021 → 30. aug. 2021

Information Systems Research (Tidsskrift)

He, Y. (Peer reviewer)
1. jul. 2021 → 30. aug. 2021

Management Science (Tidsskrift)

He, Y. (Peer reviewer)
30. jun. 2021 → 30. sep. 2021

Decision Analysis (Tidsskrift)

He, Y. (Peer reviewer)
30. mar. 2021 → 30. jun. 2021

Economic Theory (Tidsskrift)

He, Y. (Peer reviewer)
1. jan. 2021 → 1. apr. 2021

INFORMS Journal on Computing (Tidsskrift)

He, Y. (Peer reviewer)
1. jan. 2021 → 1. apr. 2021

INFORMS virtual annual meeting 2020

He, Y. (Deltager)

7. nov. 2020 → 13. nov. 2020

European Journal of Operational Research (Tidsskrift)

He, Y. (Peer reviewer)

1. jan. 2020 → 30. dec. 2020

Theory and Decision (Tidsskrift)

He, Y. (Peer reviewer)

1. jan. 2020 → 1. dec. 2020

INFORMS Annual Meeting 2019

He, Y. (Deltager)

20. okt. 2019 → 23. okt. 2019

Advances in Decision Analysis (ADA) Conference 2019

He, Y. (Deltager)

18. jun. 2019 → 21. jun. 2019

Risk, Uncertainty, and Decision (RUD) Conference 2019

He, Y. (Deltager)

5. jun. 2019 → 7. jun. 2019

INFORMS Annual Meeting 2018

He, Y. (Deltager)

4. nov. 2018 → 7. nov. 2018

University of Rochester

He, Y. (Gæsteforsker)

1. jul. 2018 → 5. okt. 2018

Foundation of Utility and Risk (FUR) 2018

He, Y. (Deltager)

25. jun. 2018 → 28. jun. 2018

Production and Operations Management Society annual meeting 2018

He, Y. (Deltager)

4. maj 2018 → 7. maj 2018

Decision Sciences Department Occasional Seminar, Bocconi University

He, Y. (Deltager)

20. apr. 2018

Lecture on Supply Chain Coordination at Lillebaelt Academy

He, Y. (Underviser)

30. jan. 2018

Operations Research (Tidsskrift)

He, Y. (Peer reviewer)

1. jan. 2018 → 1. jul. 2018

Journal of Mathematical Economics (Tidsskrift)

He, Y. (Peer reviewer)

2018 → ...

INFORMS annual meeting 2017

He, Y. (Deltager)
22. okt. 2017 → 25. okt. 2017

Advances in Decision Analysis 2017

He, Y. (Deltager)
26. jun. 2017 → 27. jun. 2017

Management Science (Tidsskrift)

He, Y. (Peer reviewer)
maj 2017 → nov. 2017

Operations Research (Tidsskrift)

He, Y. (Peer reviewer)
1. apr. 2017 → 2. okt. 2017

IIE transactions (Tidsskrift)

He, Y. (Peer reviewer)
feb. 2017 → maj 2017

European Journal of Operational Research (Tidsskrift)

He, Y. (Peer reviewer)
nov. 2016 → jan. 2017

Management Science (Tidsskrift)

He, Y. (Peer reviewer)
sep. 2016 → nov. 2016

Foundation of Utility and Risk (FUR) conference

He, Y. (Deltager)
27. jun. 2016 → 30. jun. 2016

INFORMS international meeting 2016

He, Y. (Deltager)
12. jun. 2016 → 15. jun. 2016

IIE transactions (Tidsskrift)

He, Y. (Peer reviewer)
mar. 2015 → maj 2015

Decision Analysis (Tidsskrift)

He, Y. (Peer reviewer)
feb. 2015 → maj 2015

Theory and Decision (Tidsskrift)

He, Y. (Peer reviewer)
2015

Separating Ambiguity from Risk: Value-Risk-Ambiguity Separation Model

He, Y. (Underviser)
9. nov. 2014 → 12. nov. 2014

INFORMS

He, Y. (Oplægsholder)

8. nov. 2014 → 13. nov. 2014

“On the Axiomatization of the Satiation and Habit Formation Utility Models”,

He, Y. (Underviser)

12. okt. 2014 → 14. okt. 2014

European Journal of Operational Research (Tidsskrift)

He, Y. (Peer reviewer)

sep. 2014 → nov. 2014

Management Science (Tidsskrift)

He, Y. (Peer reviewer)

jun. 2014 → sep. 2014

Operations Research (Tidsskrift)

He, Y. (Peer reviewer)

jun. 2014 → jun. 2018

“Hope, Dread, Elation, and Disappointment in Decision Making”,

He, Y. (Underviser)

6. okt. 2013 → 9. okt. 2013

“On the Axiomatization of the Satiation and Habit Formation Utility Models”

He, Y. (Underviser)

30. jun. 2012 → 3. jul. 2012

“Utility Functions Representing Preference over Interdependent Attributes”,

He, Y. (Underviser)

13. nov. 2011 → 16. nov. 2011

Projekter

1. Selling Probabilistic Goods in Vertical Market

He, Y. (Overordnet koordinator) & Rui, H. (Co-PI)

01/06/2018 → 30/05/2019

Projekter: Projekt › Forskning