

Ying He

Associate Professor
Department of Business and Economics
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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

Customized Dynamic Pricing when Customers Develop a Habit or Satiation

Chen, W., He, Y. & Bansal, S., 23. Jan 2023, (E-pub ahead of print) In: Operations Research.

Probabilistic selling in vertically differentiated markets: The role of substitution

He, Y. & Rui, H., Nov 2022, In: Production and Operations Management. 31, 11, p. 4191-4204

Dynamic pricing and inventory control with delivery flexibility

Chen, W. & He, Y., Oct 2022, In: Annals of Operations Research. 317, 2, p. 481-508

Preference-approval structures in group decision making: Axiomatic distance and aggregation

Dong, Y., Li, Y., He, Y. & Chen, X., Dec 2021, In: Decision Analysis. 18, 4, p. 273-295

Revisiting Ellsberg's and Machina's Paradoxes: A two-stage evaluation model under ambiguity

He, Y., Nov 2021, In: Management Science. 67, 11, p. 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, In: Decision Support Systems. 138, 12 p., 113384.

A Note on Recursive Two-Stage Evaluation Model

He, Y., Mar 2020, (In preparation).

An additive model of decision making under risk and ambiguity

He, Y., Dyer, J., Butler, J. & Jia, J., Dec 2019, In: Journal of Mathematical Economics. 85, p. 78-92

A Decision Making Model with Utility from Anticipation and Disappointment

He, Y., Dyer, J. & Butler, J., 16. Jan 2019, In: Journal of Multi-Criteria Decision Analysis. 26, 1-2, p. 35-50

Decomposing a Utility Function Based on Discrete Distribution Independence

He, Y., Dyer, J. & Butler, J., Dec 2014, In: Decision Analysis. 11, 4, p. 233-249

Augmenting Ordinal Methods of Attribute Weight Approximation

Daneilson, M., Ekenberg, L. & He, Y., 27. Feb 2014, In: Decision Analysis. 11, 1, p. 21-26

On the Axiomatization of the Satiation and Habit Formation Utility Models

He, Y., Dyer, J. & Butler, J., 30. Dec 2013, In: Operations Research. 61, 6, p. 1399-1410

Risk attributes theory: Decision making under risk

He, Y. & Huang, R., Apr 2008, In: European Journal of Operational Research. 186, 1, p. 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

Teaching and supervision

Business Analytics: Data Driven Decision Making

Ying He

01/02/2023 → 30/06/2023

Decision Analysis

Ying He

01/02/2015 → 30/06/2015

Driftsøkonomi (Odense)

Ying He, Ole Bent Olesen & Niels Christian Petersen

01/09/2019 → 31/12/2020

Driftsøkonomi (Slagelse)

Ying He, Ole Bent Olesen & Niels Christian Petersen

01/09/2019 → 31/12/2020

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

Ying He

01/09/2016 → ...

Operations and Supply Chain Management

Ying He, Ole Bent Olesen & Niels Christian Petersen

01/10/2016 → ...

Operations and Supply Chain Management

Ole Bent Olesen
01/09/2015 → 31/01/2017

Operations and Supply Chain Management

Ole Bent Olesen
01/09/2014 → 31/01/2018

Operations and Supply Chain Management

Ying He & Konstantin Pavlikov
01/09/2022 → 31/12/2022

Operations Research

Ying He & Peter Sudhölter
04/09/2014 → 21/12/2018

Operations Research

Konstantin Pavlikov & Ying He
01/09/2019 → 31/12/2021

Operationsanalyse

Ole Bent Olesen & Troels Martin Range
01/09/2013 → 31/12/2013

Statistics for Production Development and Innovation

Ying He
01/02/2015 → 31/05/2015

Strategic Issues in Supply Chain Management

Ying He
03/02/2016 → 30/06/2021

Strategic Issues in Supply Chain Management

Ole Bent Olesen
01/02/2014 → 30/06/2018

Supply Chain Inventory and Production Planning

Ying He & Konstantin Pavlikov
01/09/2017 → 31/12/2017

Supply Chain Inventory and Production Planning

Konstantin Pavlikov & Ying He
01/09/2018 → 31/12/2018

Supply Chain Inventory and Production Planning

Ole Bent Olesen
01/09/2013 → 31/01/2018

Supply Chain Inventory and Production Planning

Konstantin Pavlikov & Ying He
01/09/2019 → 31/12/2020

Supply Chain Links and Enterprise Resource Planning

Ole Bent Olesen
01/02/2015 → 30/06/2018

Virksomhedens informationssystemer

Ying He
01/01/2023 → 30/06/2023

Virksomhedens IT værktøjer

Ying He
01/02/2023 → 30/06/2023

Activities

Customized Dynamic Pricing when Customers Develop a Habit or Satiation

Ying He (Guest lecturer)
27. Apr 2023 → 28. Apr 2023

Customized Dynamic Pricing when Customers Develop a Habit or Satiation

Ying He (Guest lecturer)
21. Apr 2023

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

Ying He (Guest lecturer)
18. Oct 2022

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

Ying He (Guest lecturer)
16. Oct 2022 → 19. Oct 2022

Foundation of Utility and Risk

Ying He (Speaker)
11. Jul 2022 → 14. Jul 2022

2022 Manufacturing and Service Operations Management (MSOM) Conference

Ying He (Speaker)
26. Jun 2022 → 28. Jun 2022

Advances in Decision Analysis (ADA) 2022

Ying He (Organizer)
22. Jun 2022 → 25. Jun 2022

Probabilistic Selling in Vertically Differentiated Markets

Ying He (Co-author) & Huaxia Rui (Speaker)
15. Dec 2021 → 17. Dec 2021

Group Decision and Negotiation (Journal)

Ying He (Peer reviewer)
1. Jul 2021 → 30. Aug 2021

Information Systems Research (Journal)

Ying He (Peer reviewer)
1. Jul 2021 → 30. Aug 2021

Management Science (Journal)

Ying He (Peer reviewer)
30. Jun 2021 → 30. Sept 2021

Decision Analysis (Journal)

Ying He (Peer reviewer)
30. Mar 2021 → 30. Jun 2021

Economic Theory (Journal)

Ying He (Peer reviewer)
1. Jan 2021 → 1. Apr 2021

INFORMS Journal on Computing (Journal)

Ying He (Peer reviewer)
1. Jan 2021 → 1. Apr 2021

INFORMS virtual annual meeting 2020

Ying He (Participant)
7. Nov 2020 → 13. Nov 2020

European Journal of Operational Research (Journal)

Ying He (Peer reviewer)
1. Jan 2020 → 30. Dec 2020

Theory and Decision (Journal)

Ying He (Peer reviewer)
1. Jan 2020 → 1. Dec 2020

INFORMS Annual Meeting 2019

Ying He (Participant)
20. Oct 2019 → 23. Oct 2019

Advances in Decision Analysis (ADA) Conference 2019

Ying He (Participant)
18. Jun 2019 → 21. Jun 2019

Risk, Uncertainty, and Decision (RUD) Conference 2019

Ying He (Participant)
5. Jun 2019 → 7. Jun 2019

INFORMS Annual Meeting 2018

Ying He (Participant)

4. Nov 2018 → 7. Nov 2018

University of Rochester

Ying He (Visiting researcher)

1. Jul 2018 → 5. Oct 2018

Foundation of Utility and Risk (FUR) 2018

Ying He (Participant)

25. Jun 2018 → 28. Jun 2018

Production and Operations Management Society annual meeting 2018

Ying He (Participant)

4. May 2018 → 7. May 2018

Decision Sciences Department Occasional Seminar, Bocconi University

Ying He (Participant)

20. Apr 2018

Lecture on Supply Chain Coordination at Lillebaelt Academy

Ying He (Guest lecturer)

30. Jan 2018

Operations Research (Journal)

Ying He (Peer reviewer)

1. Jan 2018 → 1. Jul 2018

Journal of Mathematical Economics (Journal)

Ying He (Peer reviewer)

2018 → ...

INFORMS annual meeting 2017

Ying He (Participant)

22. Oct 2017 → 25. Oct 2017

Advances in Decision Analysis 2017

Ying He (Participant)

26. Jun 2017 → 27. Jun 2017

Management Science (Journal)

Ying He (Peer reviewer)

May 2017 → Nov 2017

Operations Research (Journal)

Ying He (Peer reviewer)

1. Apr 2017 → 2. Oct 2017

IIE transactions (Journal)

Ying He (Peer reviewer)

Feb 2017 → May 2017

European Journal of Operational Research (Journal)

Ying He (Peer reviewer)

Nov 2016 → Jan 2017

Management Science (Journal)

Ying He (Peer reviewer)
Sept 2016 → Nov 2016

Foundation of Utility and Risk (FUR) conference

Ying He (Participant)
27. Jun 2016 → 30. Jun 2016

INFORMS international meeting 2016

Ying He (Participant)
12. Jun 2016 → 15. Jun 2016

IIE transactions (Journal)

Ying He (Peer reviewer)
Mar 2015 → May 2015

Decision Analysis (Journal)

Ying He (Peer reviewer)
Feb 2015 → May 2015

Theory and Decision (Journal)

Ying He (Peer reviewer)
2015

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

Ying He (Guest lecturer)
9. Nov 2014 → 12. Nov 2014

INFORMS Annual Meeting 2014

Ying He (Speaker)
8. Nov 2014 → 13. Nov 2014

"On the Axiomatization of the Satiation and Habit Formation Utility Models",

Ying He (Guest lecturer)
12. Oct 2014 → 14. Oct 2014

European Journal of Operational Research (Journal)

Ying He (Peer reviewer)
Sept 2014 → Nov 2014

Management Science (Journal)

Ying He (Peer reviewer)
Jun 2014 → Sept 2014

Operations Research (Journal)

Ying He (Peer reviewer)
Jun 2014 → Jun 2018

"Hope, Dread, Elation, and Disappointment in Decision Making",

Ying He (Guest lecturer)
6. Oct 2013 → 9. Oct 2013

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

Ying He (Guest lecturer)

30. Jun 2012 → 3. Jul 2012

“Utility Functions Representing Preference over Interdependent Attributes”,

Ying He (Guest lecturer)

13. Nov 2011 → 16. Nov 2011

Projects

1. **Existence and Design of Probabilistic Goods in Vertical Markets**

He, Y. & Rui, H.

01/06/2018 → 30/05/2019

Project: Research