Huiyan (Sandra) Chen

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EDUCATION

Ph.D. Operations & Information Management (June 2023, Expected)

School of Business, University of Connecticut   GPA 4.0/4.0

- ➢ Major Adviser: Jing Peng
- ➢ Associate Advisers: Sulin Ba, Ramesh Shankar, Jan Stallaert

M.S. Statistics (August 2017)

Zicklin School of Business, Baruch College   GPA 3.94/4.0

B.S.B.A. Accounting (August 2014)

College of Business Administration, University of Pittsburgh   GPA 3.37/4.0

RESEARCH

Research Interests

- Business analytics in emerging online platforms
- Applications of machine learning
- Statistical methodology

Working Paper

1. Huiyan Chen, Jing Peng, Hongfei Li, Ramesh Shankar. Impact of Refund Policy on Sales of Paid Information Services: The Moderating Role of Product Characteristics. Reject and Resubmit at *Information Systems Research*.
Conference presentations: INFORMS 2020, CIST 2021, SCECR 2021, WISE 2021

2. Huiyan Chen, Jing Peng, Mengcheng Guan, Jianbin Li. Team Purchase as a Marketing Strategy. In preparation for submission to *Management Science*.
Conference presentations: INFORMS 2022, WeB 2022, HICSS 2023

Work in Progress

1. Huiyan Chen, Jing Peng, Jan Stallaert, Sulin Ba. The Value of Teamwork: Evidence from Crowdsourcing Competitions. Status: manuscript in preparation.
Conference presentations: WeB 2022 (***Best Paper Award***)

2. Huiyan Chen, Ramesh Shankar, Xinxin Li. An Investigation of Information Sharing behaviors on Crowdsourcing Platforms: The Moderating Role of User Types. Status: data analysis

3. Huiyan Chen, Jing Peng, Sulin Ba. The Effect of Tax Rate Change on the Digital Divide. Status: data analysis.

Conference Presentations

1. Huiyan Chen, Jing Peng, Mengcheng Guan, Jianbin Li. Team Purchase as a Marketing Strategy. Hawaii International Conference on System Sciences (HICSS), Maui, Hawaii, January 3-4, 2023

2. Huiyan Chen, Jing Peng, Jan Stallaert, Sulin Ba. The Value of Teamwork: Evidence from Crowdsourcing Competitions. Workshop on e-Business (WeB), Copenhagen, Denmark, December 10, 2022. **Best Paper Award**

3. Huiyan Chen, Jing Peng, Mengcheng Guan, Jianbin Li. Team Purchase as a Marketing Strategy. Workshop on e-Business (WeB), Copenhagen, Denmark, December 10, 2022

4. Huiyan Chen, Jing Peng, Mengcheng Guan, Jianbin Li. Social Group Buying as a Marketing Strategy. 2022 INFORMS Annual Meeting 2022, Indianapolis, Indiana, October 16-19, 2022

5. Huiyan Chen, Jing Peng, Hongfei Li, Ramesh Shankar. How does Enabling Product Returns Affect the Sales of Paid Knowledge-sharing Services? Workshop on Information Systems and Economics (WISE), Austin, Texas, December 16-17, 2021

6. Huiyan Chen, Jing Peng, Hongfei Li, Ramesh Shankar. How does Enabling Product Returns Affect the Sales of Paid Knowledge-sharing Services? Conference on Information Systems and Technology (CIST), Newport Beach, California, October 23-34, 2021

7. Huiyan Chen, Jing Peng, Hongfei Li, Ramesh Shankar. The Value of Internal and External Reputations in Paid Knowledge Sharing Services. The 17th Symposium on Statistical Challenges in Electronic Commerce Research (SCECR), Virtual, June 17-18, 2021

8. Huiyan Chen, Jing Peng, Hongfei Li, Ramesh Shankar. The Value of Internal and External Reputations in Paid Knowledge Sharing Services. INFROMS Annual Meeting 2020, Virtual, November 8-11, 2020

TEACHING

Teaching Interests

Management Information Systems, Machine Learning, Database Management, Business Statistics, Web Scraping, Data Visualization, Operations Management

Teaching Experience

University of Connecticut

- Instructor, OPIM 3103 Business Information Systems (Undergraduate Level)
    - Spring 2020, Teaching Evaluation: 4.4 out of 5, Class Size: 44
- Teaching Assistant, OPIM 3103 Business Information Systems (Undergraduate Level)
    - Fall 2018, Spring 2019
- Teaching Assistant, OPIM 3104 Operations Management (Undergraduate Level)
    - Fall 2019
- Teaching Assistant, OPIM 3221 Business Database Systems (Undergraduate Level)
    - Fall 2021, Spring 2022
- Teaching Assistant, OPIM 5641 Business Decision Modeling (Graduate Level)
    - Spring 2021

Baruch College, City University of New York

- Statistics Tutor, MTH 4120 Introduction to Probability (Undergraduate Level)
    - Spring 2017
- Graduate Assistant, ACC 2101 Principles of Accounting (Undergraduate Level)
    - Fall 2015, Spring 2016

WORKING EXPERIENCE

- RICS Americas, Inc   New York, NY
    - Business Research Intern   Oct. 2016 – Nov. 2016
- WholeRen Education, LLC   Pittsburgh, PA
    - Administrative Assistant   Aug. 2014 – Dec. 2014

- Industrial and Commercial Bank of China, Ltd   Yangzhou, China
  - Finance Intern   Apr. 2013 – Jun. 2013

PROFESSIONAL SERVICES

Ad-hoc Reviewer: International Conference on Computational Intelligence, Security & IoT 2019, Hawaii International Conference on System Sciences (HICSS) 2023

UNIVERSITY SERVICES

- Treasurer, Doctoral Association for Business School, University of Connecticut   2022-Present
- Secretary, Zicklin Forensic Accounting Association, Baruch College   2016-2017

HONORS AND AWARDS

- University of Connecticut School of Business Dean's summer fellowship   2019-2021
- University of Connecticut Conference Participation Award   Aug. 2022
- Baruch College Paul Chook Fellowship   2017-2018
- University of Pittsburgh College of Business Administration Dean's List   2012-2013

TECHNICAL SKILLS

Computer Skills	Python, MATLAB
Statistical Skills	R, Stata, VBA, SPSS, SAS, Mathematica, Tableau
Database Skills	SQL, MS Access

REFERENCES

Jing Peng (jing.peng@uconn.edu)
Associate Professor, Operations and Information Management
School of Business, University of Connecticut
Website: https://www.business.uconn.edu/person/jing-peng/

Jan Stallaert (jan.stallaert@uconn.edu)
Director, Center for Advancement of Business Analytics
Professor, Operations and Information Management
School of Business, University of Connecticut
Website: https://www.business.uconn.edu/person/jan-stallaert/

Ramesh Shankar (ramesh.shankar@uconn.edu)
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Website: https://www.business.uconn.edu/person/ramesh-shankar/