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Prof. Vinod Singhal  
Dunn Family Professor of Operations Management  
Scheller College of Business  
Georgia Institute of Technology  
Atlanta

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Huaxiao Shen*, Jingjing Guan, Yanzhi Li and Kwok Fai Tso

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### Room: E22-1008

**Chair: Bingcong Zeng**

1. **Dynamic Budget Allocations in Operational Risk Management**
   - Yuqian Xu*, Lingjiong Zhu and Mike Pinedo

2. **Risk Pooling and Stock Allocation Under Cost and Demand Uncertainty**
   - Refik Gullu* and Nesim Erkip

   - Chris Lo and Yi Zhou*

4. **A Material Risk Management Approach Based on FMEA Framework**
   - Bingcong Zeng*

## Session 1 - Track 5 (S1T5): Supply Chain Management I

### Room: E22-1009

**Chair: Jian Liu**

1. **Optimal Configuration of Cluster Supply Chains base on Hybrid Augmented Lagrange Coordination**
   - D. X. Nie, T. Qu, X. Chen, George Q. Huang and Kai Kang*

2. **Horizontal Competition: The Implications on Carbon Regulations**
   - Huiqiang Mao*, Yanzhi David Li and Zhaowei Miao

3. **Impact of Supply Chain Orientation on Supply Chain Performance: Are Supply Chain Integration and Supply Chain Agility the missing links?**
   - Amol S. Dhaigude*, Rohit Kapoor and Sumit Kumar Ghosh

4. **Remanufacturer’s distribution channel strategy in a supply chain**
   - Jian Liu*

## Session 1 - Track 6 (S1T6): Inventory Management I

### Room: E22-1014

**Chair: Sean Zhou**

1. **Nonparametric Intertemporal Allocation of Advertising Budget with Inventory Constraint**
   - Chaolin Yang* and Zhijie Tao

2. **Stochastic Joint Replenishment Problem with Limited Demand Distribution Information**
   - Ye Shi*, Yugang Yu and Jiawei Zhang

3. **The Optimization of JIT Production-Retailer Inventory Model with Learning Effect and Quality Defect**
   - Kai-fang Fu* and Zhi-Xiang Chen

4. **Model and algorithm of multi-stage production-inventory control problem under carbon trading constraint mechanism**
   - Shou-feng Ji* and Fan Yang
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Chair: Houcai Shen

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Xin Fang* and Yun Fong Lim

Trade-In Price Guarantee: A Triple Bottom Line Perspective
Wenju Niu*, Saibal Ray, Mehmet Gumus, Houcai Shen and Shuya Yin

The Newsvendor Problem under Taxation
Xiutian Shi*, Zhan Pang and Houcai Shen

On Strategic Demand Information Dissemination
Zhongyuan Hao* and Li Jiang

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OEM selling channels and supply chain performance
Kevin Jean*, Chia-Wei Kuo and Hsiao-Hui Lee

Decision Structure and Outcomes in Technology Supply Chains
Jingqi Wang*, Xiaole Wu and Vish Krishnan

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Finding clusters in high-dimensional spaces
Yang Zhao*, Kwok Leung Tsui and A. K. Shrivastava

Robust optimization for multimodal location of the hazmat under uncertainty
Liping Liu and Zipeng Yi*

Examining trade-offs and balances in hospital operations
Huay Ling Tay*
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Session 1 - Track 10 (S1T10): Dynamic Pricing  
Room: E22-2010  
Chair: Peng James Liao

**Coordinating Inventory and Pricing Decisions with General Price-Dependent Demands**
Xiaobei Shen, Yimin Yu and Lina Bao*

**Integrated Pricing and Production Scheduling Decisions in a Make-to-Order Environment**
Qing Yue*, Zhi-Long Chen and Guohua Wan

**Pricing and Cooperation in a Duopoly Transportation Market with Empty Equipment Repositioning**
Xiaojuan Zhang* and Sheng Hao Zhang

**Dynamic Pricing with Channel Substitution and Limited Inventory**
Peng James Liao*

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**Scheduling customer arrivals with overbooking in service systems with no-shows**
Christos Zacharias and Michael Pinedo*

**Distributionally robust appointment scheduling with random no-shows and service duration**
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**Appointment scheduling policies with unpunctual patients**
Han Zhu*

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**Product Line Extensions and Technology Licensing with a Strategic Supplier**
Liwen Chen*, Steve Gilbert and Yusen Xia

**Heuristics for Base-Stock Levels in Multi-Echelon Distribution Networks**
Ying Rong*, Zumbul Atan and Larry Snyder

**Fairness in Organ Allocation for Liver Transplantation**
Zachary Leung*, Mustafa Akan, James Markmann, Sridhar Tayur and Heidi Yeh

**Impact of Social Learning on Consumer Purchasing and Dynamic Pricing**
Biying Shou* and Xiaolu Zuo
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**Best Student Paper Competition Finalists: Session I**

**Room:** E22-2017  
**Chair:** Tong Wang

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<td>Weixiang Huang, Yanzhi Li, Qiaohai Hu</td>
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<td>Supply Chain Knowledge Flow, Innovation, and Profitability</td>
<td>Hsiao-Hui Lee, Hai-Ping Hui, Po-Hsuan Hsu</td>
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<td>Manufacturer Rebate Competition in a Supply Chain with a Common Retailer</td>
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**Empirical OM I**

**Room:** E22-1001  
**Chair:** Sirong Luo

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**Room:** E22-1002  
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Integrated research on operational planning and financial planning in a remanufacturing enterprise
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Two-stage Distributionally Robust Unit Commitment With Generalized Linear Decision Rules
Ruiwei Jiang*, Yuanyuan Guo and Jianhui Wang

Data-driven patient scheduling in emergency departments
Meilin Zhang*, Shuangchi He and Melvyn Sim

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Optimal policies for capacitated multi-echelon inventory systems
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| **Capacity Allocation under Downstream Competition and Bargaining**  
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| **E-Commerce and Traffic Congestion: An Economic Policy Analysis**  
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Policy Oriented Grain Procurement Contract Design and Empirical Comparative Analysis
Jingsi Huang*, Weiwei Chen, Jie Song and Leyuan Shi

Historical Data-Driven Nurse Flexible Scheduling Problem
Haina Guo* and K. L. Tsui

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Hai Li* and Stuart X. Zhu

Equilibrium joining strategy and optimal control of a make-to-stock queue
Qingying Li*, Pengfei Guo, Chung-Lun Li and Jeannette Song

Optimal Product Line Design to Meet Consumption Targets
Qingshan Kong* and Lucy Gongtao Chen

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Albert Ha and Tingting Xiao*

The Detention Decision for Empty Containers in the Inland Terminal
Mingzhu Yu*, Jan C. Fransoo and Chung-Yee Lee

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**Room:** E22-1009  
**Chair:** Donglei Zhu

- **Product Design Strategy for Recycling under Different Relicensing Fee Schemes**  
  *Weina Ma* and *Ling Zhao*

- **Comparison between two emission allocation schemes in a duopoly market**  
  *Wenhui Zhou* and *Yanfang Zheng*

- **An Empirical Study of No-show Behavior in Outpatient Clinics**  
  *Jiayi Liu*, *Jingui Xie* and *Zhichao Zheng*

- **Service Capacity procurement of Logistics Service Supply Chain with demand updating and Loss-aversion behavior**  
  *Donglei Zhu* and *Weihua Liu*

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**Room:** E22-1014  
**Chair:** Niyazi Taneri

- **Selling investment goods in developing economies with present-biased consumers**  
  *Qiao-Chu He*, *Ying-Ju Chen* and *Zuo-Jun Max Shen*

- **Diversification Strategy with Random Yield Suppliers for a Mean-Variance Risk-Sensitive Manufacturer**  
  *Lijun Ma*, *Tsan-Ming Choi* and *Weili Xue*

- **Research of the Customer Satisfaction of Hong Kong Catering Group-buying**  
  *Lifan Fan* and *Yaohui Ou*

- **Capacity Allocation for a Green Farm: Impact of locally-aware consumers**  
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**Room:** E22-1016  
**Chair:** Shining Wu

- **Brownian Inventory Control with Lead-times**  
  *Zhen Xu*, *Rachel Q. Zhang* and *Jiheng Zhang*

- **Asymptotica Control of Perishable Inventory**  
  *Jiheng Zhang*, *Hailun Zhang* and *Rachel Q. Zhang*

- **A Multi-objective Stochastic Programming Model for Relief Allocation Based on Time-lag Secondary Disasters**  
  *Meina Hua* and *Huajun Tang*

- **Management of a Shared Spectrum Network**  
  *Shining Wu*, *Jiheng Zhang* and *Rachel Q. Zhang*
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Simin Zhang* and Haiqing Song

A curbside bus stop analysis with tandem berths
Bomin Bian*, Ning Zhu, Michael Pinedo and Shoufeng Ma

The Optimal Dynamic Policy for Periodic Stocking and Bundling
Sang Jo Kim*, Youyi Feng and Jianjun Xu

Day 2: January 10, 2016
(9:00 - 10:30)  Session 3-Track 9 (S3T9): Game Theoretic Models for Channel Conflict Management  Room: E22-2009  Chair: Baozhuang Niu

A Model of Decision Making and Conflict Management in Cross functional Teams
Zhijian Cui*

Impact of Channel Power and Fairness Concern on Supplier's Market Entry Decision
Baozhuang Niu, Qinquan Cui and Jie Zhang*

Delivery of Chinese mitten crab for Mid-Autumn: a logistics dilemma of micro E-commerce
Junmin Yi and Huizhen You*

Suppliers' Strategic Response in a Co-Operitative Supply Chain with Dual Sourcing
Kenny Cheng Jiawei Li, Baozhuang Niu* and Ricky Tan

Day 2: January 10, 2016
(9:00 - 10:30)  Session 3-Track 10 (S3T10): Applications in OM I  Room: E22-2010  Chair: Guang-hong Xu

The Impact of Technology on Market Diversification: A case study on Chinese animation industry
Cen Qian and Zheng Liu*

An Empirical Study of Financial Expenditure, Consumer Spending and Economic Growth Relationship
Jifu Qiu, Yihua Zhang*, Yuan Wang and Baoxi Cai

Optimal Site Selection of Electric Vehicle Charging Station Based on fuzzy AHP-TOPSIS
Yang Chao and Ailing Fan*

Evaluation of Customer Satisfaction with Third Party Logistics Service Quality for Online Shopping
Ya-wei Qi and Guang-hong Xu (Presenter TBC)
Day 2: January 10, 2016
(9:00 - 10:30)
Session 3·Track 11 (S3T11):
Empirical OM
Room: E22-2013
Chair: James Ang

Optimal Policies for Deterioration Inventory Problems with Multi-class Demand Fulfillment
Yulu Tan*, Qing Ding, Zhixue Liu and Changzheng Zheng

Sustainable strategies of non-profit dial-a-ride operations
Daniel Y. Mo* and Tommy K. Y. Cheung

Pareto Optimal Allocation Models of Basin Water Resources based on Policy Network Theory
Huimin Wang*, Yu Chu and Jing Huang

Perception of Quality across Countries with Traditionally Strong Manufacturing Presence
James Ang*, Kok-Choon Tan, De Souza Bob and T. Shimida

Day 2: January 10, 2016
(9:00 - 10:30)
Session 3·Track 12 (S3T12):
New Topics in Operations Management
Room: E22-2015
Chair: Vijaya Dixit

Lean Initiation at SMEs – Is the lack of Transformational Leadership Style of Top Leadership a Deal Breaker? - An Empirical Study of SMEs
Saideep Rathnam* and Diatha Krishna Sundar

Spatial scheduling in shipbuilding context
Vijaya Dixit*, Priyanka Verma and Piyush Raj

Impact of lean manufacturing on supply chain risk
Sreedevi R* and Saranga Haritha

An optimal two-warehouse replenishment policy with trapezoidal type demand and exponential type partial backlogging rate
Chunming Xu*

Day 2: January 10, 2016
(9:00 - 10:30)
Session 3·Track 13 (S3T13):
Applications in OM II
Room: E22-2017
Chair: Huang Ling

Risk Assessment of Enterprise Risk Using Bayesian Networks
Satyendra Kumar Sharma*

Conceptualization of New Service Development Competence in Supply Chain Finance
Thomas Kwan Ho (Yuchim) Yeung, Qiuping Huang and Xiande Zhao (Presenter TBC)

An Age-based Replacement Policy During Delay Time with Consideration of Production Wait Time
Ping Li*, Wenbin Wang, Rui Peng and Xiaoliang Ling

Innovation-driving, Financing Restriction and High-tech Small and Micro businesses Crowdfunding: A Case Study of Demohour
Huang Ling*
Day 2: January 10, 2016
(11:00 - 12:30)
Session 4 - Track 1 (S4T1):
Procurement and Supply Contract
Room: E22-1001
Chair: William Ho

Retail Stocking Policy and Contract Design with Endogenous Demand
Peeyush Mehta* and R K Amit

A Case Study on Outsourcing Decision Support
Mousumi Modak*, Khanindra Pathak and Kunal Kanti Ghosh

Decision Support Models for Production Emissions and Net Profit of a Monopolistic Firm
Qinghe Sun*, Akhil Garg and Jasmine Siu Lee Lam

Biomass Strategic Sourcing (BioSS) Framework for Supporting the Integrated Supplier Selection and Order Allocation
William Ho*

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(11:00 - 12:30)
Session 4 - Track 2 (S4T2):
Demand and Supply Uncertainty
Room: E22-1002
Chair: Tao Li

Supply Chain Coordination under Different Channel Leaderships and Information Asymmetry with Stochastic Price-Dependent-Demand
Chun-Hung Chiu*, Tsan-Ming Choi, Xun Li and Cedric Ka-Fai Yiu

Two stage stochastic model for intermodal transportation terminal locations and route optimization problem under uncertain customer demands
Shuxia Li and Sifan Sun*

Heuristics for solving the containerized traffic problem with multi-dispatching center
James T. Lin, Wu-Der Jeng and Yuan-Hsin Hsieh*

Mitigating Supply Uncertainty: The Interplay Between Diversification and Pricing
Tao Li*, Suresh P. Sethi and Jun Zhang

Day 2: January 10, 2016
(11:00 - 12:30)
Session 4 - Track 3 (S4T3):
Production and Quality Control
Room: E22-1003
Chair: Edward Aihua Fang

Backward- and Forward-looking Evaluations of Proactive Product Recall
Di Fan, Chris K. Y. Lo* and Daphne Yiu

Production Control Policy for Tandem Queues with Non-overlapping Service Times and Queue Time Constraints
Ning Zhao* and Kan Wu

Value chain design in highly quality-and consumer sensitive industries
Javad Feizabadi, Amit Kumar and Sunil Kumar Injeti

More Innovative Culture and less Social Responsibility in Mass customization than Mass production
Edward Aihua Fang*
### Session 4 - Track 4 (S4T4): Service Management
#### Chair: Jinting Wang

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### Session 4 - Track 6 (S4T6): New Topics in OM II
#### Chair: Achim Czerny

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**Room:** E22-1016  
**Chair:** Weixin Shang

1. **Selling investment goods with present-biased consumers**  
   Qiaochu He*, Ying-Ju Chen and Zuo-Jun Max Shen

2. **Impact of Corporate Social Responsibility on Organizational Attractiveness: A Customer’s Perspective**  
   Qingyu Zhang*, Fanfang Zhang, Jing Liu, Xin Li and Mei Cao

3. **Strategic Quality Information Disclosure for Service Systems with Imperfect Customer Learning**  
   Han Zhu*, Yimin Yu and Tingliang Huang

4. **Stackelberg Leadership and Information Leakage in Cournot Competition**  
   Weixin Shang*, Tian Li and Huajiang Luo

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### Session 4 - Track 8 (S4T8): Optimization Method III

**Room:** E22-2008  
**Chair:** Lijun Sun

1. **Optimal Package pricing in healthcare Services**  
   Tushar Tanwar and U Dinesh Kumar (Presenter TBC)

2. **Joint optimization of the tracking capability and price in a supply chain with endogenous pricing**  
   James B. Dai*, Lei Fan and Jingjing Wang

3. **Role of supply network in diffusion of sustainable practices**  
   Anirban Adhikary* and Diatha Krishna Sundar

4. **A multi-objective optimization model of petrol distribution considering drivers’ workload balance**  
   Lijun Sun*, Haiyang Shi and Xiangpei Hu

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### Session 4 - Track 9 (S4T9): Applications in OM III

**Room:** E22-2009  
**Chair:** Xinping Shi

1. **Application of fuzzy multiple objective linear programming with electronic monitoring systems on cost effectiveness for metal steel manufacturing procedures**  
   Earl-Juei Wang and Ching-Shih Tsou (Presenter TBC)

2. **A Study on the Dimensions of VC-E Trust Based on the Context of “GuanXi” Culture**  
   Hongtao Yang, Li Yu and Haiyan Li (Presenter TBC)

3. **Ordering Problems with Multiple Periods under Demand Forecast Updating and Supply Constraints**  
   Meimei Zheng, Kan Wu and Yan Shu (Presenter TBC)

4. **Value co-creation in business to business information technology services: A research framework for empirical examination**  
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<td>Research on the inventory strategy of a dual-channel online store considering the multi-product adjacent substitution effect</td>
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<td>June Dong*</td>
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<td>The Impact of Valuation Heterogeneity and Network Structure on Equilibrium Prices in Supply Chain Networks</td>
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<td>Alper Nakkas and Yi Xu*</td>
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<td>09:00 - 09:30</td>
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| 09:30 - 10:30 | Keynote Speech 1: Professor Paul H. ZIPKIN  
|               | Title: Recollections and Reflections | E31, SAC Theatre |
| 10:30 - 11:00 | Coffee Break                   | E31, Main Lobby |
| 11:00 - 12:00 | Keynote Session 2: Professor Refael HASSIN  
|               | Title: Rational Queueing       | E31, SAC Theatre |
| 12:00 - 14:00 | Lunch Buffet                   | E5-1081        |
| 14:00 - 15:00 | Institute for the Study of Commercial Gaming (ISCG) Gaming Laboratory Visit | E22-G023 |
| 14:00 - 15:30 | Session 1                      | E22, 1/F & 2/F |
| 15:30 - 16:00 | Coffee Break                   | E22-1013 & E22-2014 |
| 16:00 - 17:00 | Institute for the Study of Commercial Gaming (ISCG) Gaming Laboratory Visit | E22-G023 |
| 16:30 - 17:30 | Session 2                      | E22, 2/F & 2/F |
| 17:30 - 18:00 | Shuttle bus Arrangement (Conference Venue ⇒ Plaza Restaurant) | Plaza Restaurant* |
| 18:00 - 20.00 | Conference Dinner              | Plaza Restaurant* |

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