FEITENG HUANG

C.T. Bauer College of Business, University of Houston
fhuang4@cougarnet.uh.edu ⋄ +01 346 599 2343

EDUCATION

University of Houston — **Houston, U.S.**
Ph.D. in Supply Chain Management — *Aug 2021- May 2026*
Supervisor: *Meng Li*

Beijing Foreign Studies University — **Beijing, China**
M.A. in Management Science and Engineering (Grade: 89/100) — *Sept 2018- June 2021*
Supervisor: *Jihong Zhang*

B.A. in Information Systems and Information Management (Grade: 89/100) — *Sept 2014- June 2018*
Minor: English Literature (Grade: 91/100)

University of Queensland — **Brisbane, Australia**
Visiting student with State Funded Scholarship (Grade:6.5/7.0) — *July 2016- Dec 2016*

RESEARCH INTERESTS

Topics: Behavioral Operations Management, Technology-driven decision making

Methodologies: Game Theory, Optimization, Heuristic Algorithms, Econometrics, Field Experiment, Lab Experiment, Data Analytics

WORK-IN-PROGRESS PROJECTS

"Decisions on Process Flexibility: A Behavioral Perspective" *(with Meng Li, Yang Zhang)*

- Process flexibility is an important topic in supply chain management and is widely used in various areas, such as automobiles, electronic devices, etc. Previous literature shows that only a sparse flexible structure is needed so that the expected performance is already within the epsilon-optimality of the full flexibility system. In practice, behavioral factors (such as reference dependence and risk preference) may affect decision-making so that the real decisions deviate from the theoretical optimality.
- Inspired by prospect theory, we devise a lab experiment to test the distortion on a decision due to reference point;
  We are building a theoretical model on behavioral mechanism and solving the decision by optimization.

"Selling Data Products by Educating Customers: Evidence from A Field Experiment" *(with Yifan Dou, Tian Lu, Xiaoyu Ma, submitted to Management Science)*

- In order to improve customers' motivation to use and pay for data service, we cooperated with a weather data service provider and conducted a field experiment to test the effect of different sales strategies on customer behavior. We devised two strategies: (a) To offer use cases showing the application of data; (b) To offer a tutorial on the operating process. We anticipated them to motivate active use and durative payment.
- I analyzed the historical transaction data in Python and investigated customer behavior on data usage and payment;
  I collaborated with coauthors to complete theoretical justifications and experimental design.

AWARDS AND HONORS

Institute of Supply Chain and Operations Management Outstanding paper 2022
Behavioral Research Assistance for Doctoral Students (BRADS) grant, University of Houston 2022,2023
Second Prize, China Post-Graduate Mathematical Contest in Modeling 2019
Ranking:28/308, IEEE ISI-WORLD CUP 2019 2019
Outstanding Graduate Honor, Beijing Foreign Studies University 2018
First-class Scholarship, Beijing Foreign Studies University 2015

ACADEMIC PRESENTATIONS

Selling Data Products by Educating Customers: Evidence from A Field Experiment, Informs Annual meeting, Indianapolis, US 2022

TEACHING EXPERIENCE

Calculus, Probability Theory and Mathematical Statistics (BFSU) 2018-2021

SERVICES

Academic paper review: PACIS, ICIS, HICSS, Electronic Commerce Research
Academic paper review (unofficial as RA): Management Science, Journal of Association of Information Systems

SKILLS

Programming Languages	MATLAB, Python, SQL, C, R
Tools	Stata, Eviews, LaTeX