

Chia-Chun Yang

EDUCATION

Ph.D. in Operations Management University of Cincinnati, Cincinnati, OH	August 2020 – July 2026 (Expected)
Dissertation Title: “Designing Technology-Generated Customer Service Operations” <ul style="list-style-type: none">▪ Committee: Professors Craig Froehle (co-chair), Yinghao Zhang (co-chair), Liwei Chen, and Rashmi Adaval	
Joint Appointment: Doctoral Researcher at UC Department of Emergency Medicine (2021-2023)	
Master of Science in Information Systems Iowa State University, Ames, IA Minor: Statistics	August 2017
Master of Science in Global Logistics Arizona State University, Tempe, AZ	May 2015
Bachelor of Science in Physics National Chung Cheng University, Taiwan	June 2013

ACADEMIC HONORS, AWARDS & RECOGNITIONS

- Best Paper Award** – 2025 19th International Research Symposium on Service Excellence in Management (QUIS19)
- Interdisciplinary Research Fellowship (\$1,700)** – 2024 Graduate Student Government, University of Cincinnati
- Invited Participant** – 2023 Behavioral Operations Management Summer Institute (BOMSI), Harvard University
- Finalist, Junior Scholar Paper Competition** – 2023 POMS College of Behavioral Operations Management
- PhD Graduate Assistantship in Healthcare Systems (\$46,500)** – 2021-2023 College of Medicine & College of Business, University of Cincinnati
- New Lindner Doctoral Student Award (\$4,000)** – 2021-2025 University of Cincinnati
- GSG Conference Award (\$3700)** – 2020-2025 University of Cincinnati

RESEARCH

Research Interests

- Service and behavioral operations management (OM)
- Role of technology in improving operational efficiency
- Healthcare operations management

Papers under Review & Working Papers

- [1] **Chia-Chun Yang**, Craig Froehle, Sachin Modi, Elizabeth Leenellett, “Effect of Shift Structure on Service-Worker Fatigue: Evidence from Emergency Department Caregivers” (planned for submission to *Production and Operations Management* in November 2025)
 - *Finalist, 2023 POMS College of Behavioral OM Junior Scholar Paper Competition*
- [2] Adam Arveson, **Chia-Chun Yang**, Craig Froehle, Liana Victorino, Mike Dixon, Matthew Walsman, “40 Years of The Psychology of Waiting: A Celebration and Update of Maister’s Eight Propositions” (under review at *Production and Operations Management*)
 - *Best Paper Award, 2025 QUIS19 Symposium*
- [3] **Chia-Chun Yang**, Craig Froehle, Yinghao Zhang, “The Influence of Task Complexity and Anthropomorphism on Customer Preference for AI Service Agents: A Trust and Risk Perspective” (in preparation for submission to *Manufacturing & Service Operations Management*)

Ongoing Research

- [4] **Chia-Chun Yang**, Yinghao Zhang, Craig Froehle, “Effect of Task and Temporal Attributes on Customers’ Decisions to Use Self-Service Technologies” (data collection/analysis in progress)

TEACHING EXPERIENCE

Independent Instructor

Carl H. Lindner College of Business, University of Cincinnati:

Undergraduate Course

OM 3080 Operations Management (In-person)

- Fall 2024 (Instructor Rating: 7.58/8)

Graduate Course

BANA 7011 Data Analysis (Online)

- Fall 2023 (Instructor Rating: 7.56/8)

BANA 7012 Decision Modeling (Online)

- Summer 2025 (Instructor Rating: 7.63/8)
- Spring 2025 (Instructor Rating: 7.65/8)
- Summer 2024 (Instructor Rating: 6.89/8)

Teaching Assistant

Carl H. Lindner College of Business, University of Cincinnati:

Undergraduate Course

OM 4080 Project Management (Online) for Prof. Steven Jones (*Fall 2020*)

OM 4089 Healthcare Management and Operations (Online) for Prof. Denise White (*Spring 2021*)

Graduate Course

OM 7011 Management of Operations (Online) for Prof. Uday Rao (*Summer 2021*)

BANA 7015 Adv Healthcare Data Analytics (Online) for Prof. Denise White (*Spring 2021*)

BANA 7030 Simulation Modeling and Methods (Online) for Prof. Denise White (*Summer 2021*)

PROFESSIONAL SERVICE

Session Chair: POMS Annual Conference (*2026, confirmed*)

Session Co-chair: POMS Annual Conference (*2023-2025*)

Student Volunteer: Analytics Summit, Center for Business Analytics, University of Cincinnati (*2023*)

INVITED PRESENTATIONS

“Drivers of Customers’ Preferences for AI Service Agents”

- *2025 DSi Annual Conference (Orlando, FL), scheduled*
- *2025 INFORMS Annual Meeting (Atlanta, GA), scheduled*

“The Influence of Shift Structure on Caregiver Fatigue in an Emergency Department”

- *2025 DSi Annual Conference (Orlando, FL), scheduled*

“Effects of Task and Anthropomorphism on Customers’ Decisions to Use AI-powered Service Agent”

- *2025 POMS Annual Conference (Atlanta, GA)*

“Effect of Task and Temporal Attributes on Customers’ Decisions to Use Self-Service Technologies”

- *2024 INFORMS Annual Meeting (Seattle, WA)*

“Impact of Shift Structure on Fatigue among Emergency Department Service Workers”

- *2024 INFORMS Annual Meeting (Seattle, WA)*

“Effects of Task, Time, and Anthropomorphism on Customers’ Decisions to Use AI-powered Service Agent”

- *2024 Annual Behavioral Operations Conference – Young Scholars Workshop (Boulder, CO)*

“Effect of Task and Environmental Factors on Customers’ Decisions in Adopting Self-Service Technologies”

- *2024 POMS Annual Conference (Minneapolis, MN)*
- *2023 Annual Behavioral Operations Conference – Young Scholars Workshop (Baltimore, MD)*

“The Role of Artificial Intelligence (AI) Technologies in Service Process Design”

- *2024 POMS Annual Conference (Minneapolis, MN)*

“Designing AI-Enabled Customer Service Operations: A Behavioral Perspective”

- *2024 POMS Annual Conference (Minneapolis, MN)*

“Effect of Shift Structure on Service-Worker Fatigue: Evidence from Emergency Department Caregivers”

- *2024 OBAIS Department Brown Bag, University of Cincinnati (Cincinnati, OH)*

- 2023 INFORMS Healthcare Conference (Toronto, ON, Canada)
- 2023 POMS Annual Conference (Orlando, FL)
- 2023 POMS College of Behavior in OM Mini-Conference (Orlando, FL)

“The Role of Artificial Intelligence (AI) Technologies in Service Process Design”

- 2023 INFORMS Annual Meeting (Phoenix, AZ)

“Scheduling Effects on Service-Worker Fatigue: Evidence from Emergency Department Physicians”

- 2023 INFORMS Annual Meeting (Phoenix, AZ)

“Scheduling And Fatigue Effects Research (SAFER) Project”

- 2023 Emergency Medicine Research Faculty Meeting, University of Cincinnati (Cincinnati, OH)

“The Effect of Shift Structure on Fatigue of Frontline Healthcare Workers”

- 2022 POMS Annual Conference (Virtual)

“Working Effectively with SAS GRID”

- 2018 Iowa SAS User Group Conference (Johnston, IA)

INDUSTRY WORK EXPERIENCE

Senior Data Analyst / Senior Statistician

General Dynamics Information Technology (GDIT)

November 2017 – July 2020

West Des Moines, Iowa

Industry Award:

- Hero Award (GDIT, 2019)
- New SAS Professional Award (SAS Institute, 2019)
- Employee Recognition Award – Distinguished Performance (GDIT, 2018)

Supply Chain Analyst (Contractor)

3M

October 2017 – November 2017

Maplewood, Minnesota

Supply Chain Analyst (Spring & Summer Internship)

Hy-Vee, Inc.

March 2017 – August 2017

West Des Moines, Iowa

Business Analyst (Summer Internship)

United Supplier, Inc.

May 2016 – August 2016

Ames, Iowa

Applied Logistics Project at Arizona State University

Trax Technologies

Jan 2015 – May 2015

Tempe, Arizona

Management Specialist

Military Service, Water Resources Agency, Ministry of Economic Affairs

July 2013 – June 2014

Kaohsiung, Taiwan

CERTIFICATIONS & SKILLS

Certifications:

- Machine Learning, Data Science, and Deep Learning with Python (*Udemy, June 2020*)
- Oracle Database SQL Certified Expert (*Oracle, August 2017*)
- SAS Certified Advanced Programmer for SAS 9 (*SAS Institute, September 2017*)
- SAS Certified Base Programmer for SAS 9 (*SAS Institute, August 2017*)
- Business Analytics (*Iowa State University, August 2017*)

Skills:

Language: • Mandarin Chinese (Native) • Taiwanese (Native) • English (Proficient)

Computer: • SAS • JMP • SQL • R Language • VBA in Excel • Python • Java Script • HTML • Arena

REFERENCES

Craig Froehle (Co-Advisor)

Professor

*Department of Operations, Business Analytics & Information Systems,
Carl H. Lindner College of Business*

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Yinghao Zhang (Co-Advisor)

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