

## Zhong Chen

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CONTACT INFORMATION	Room C542, School of Management and Economics No. 2006, Xiyuan Avenue, West Hi-Tech Zone, Chengdu, 611731, China	zhongchen@uestc.edu.cn
RESEARCH INTERESTS	OM interface with corporate finance and marketing Platform-based economics and management Agricultural supply chain	
ACADEMIC EMPLOYMENT	School of Management and Economics, University of Electronic Science and Technology of China, Chengdu, Sichuan, China, 2024.02 – present Associate Professor, Department of Management Science and E-commerce  Asia Europe Business School, East China Normal University, Shanghai, China, 2021.03 – 2024.01 Assistant Professor, Operations Management  School of Management, Zhejiang University, Hangzhou, China, 2018.03 – 2021.02 Post-doc, Operations Management, <ul style="list-style-type: none"><li>• Supervisor: Prof. Weihua Zhou</li></ul>	
Education	Department of Decision Sciences & Managerial Economics, The Chinese University of Hong Kong, Hong Kong SAR, 2012.08 – 2017.11  Ph.D, Three Essays on Operations Management Interfaces with Marketing and Finance <ul style="list-style-type: none"><li>• Supervisor: Prof. Kaijie Zhu, Prof. Ehsan Bolandifar(co)</li></ul> School of Management, Zhejiang University, China, 2008.08 – 2012.07 B.A. in Information Management and Information Systems	
PUBLICATIONS	<ul style="list-style-type: none"><li>• <i>Hedging Through Index-based Price Contracts in Commodity-based Supply Chains</i>, Ehsan Bolandifar, Zhong Chen*, <b>OMEGA - The International Journal of Management Science</b>, 2020(90), 101976.</li><li>• <i>Managing Competitive Levers in a Collaborative Distribution Channel</i>, Ehsan Bolandifar, Zhong Chen*, Kaijie Zhu, <b>European Journal of Operational Research</b>, 2021(293), 1031-1042.</li><li>• <i>Quality Signaling Through Crowdfunding Pricing</i>, Ehsan Bolandifar, Zhong Chen*, Panos Kouvelis, Weihua Zhou, <b>Manufacturing and Service Operations Management</b>, 2023(25):2, 668-685.</li><li>• <i>The Effects of Signaling Blockchain-based Track and Trace on Consumer Purchases: Insights from a Quasi-natural Experiment</i>, Hao Ying, Xiaosong(David) Peng, Xiande Zhao, Zhong Chen*, <b>Production and Operations Management</b>, available online.</li></ul>	

**PAPER UNDER  
REVIEW**

- *When Should Restaurants Subsidize Online Platforms? The Impact of Delivery Agents*,  
Ehsan Bolandifar, Zhong Chen\*, Jinxin Yang, Weihua Zhou,  
Under second round review of ***Manufacturing and Service Operations Management***.
- *The Impact of Government Inspections on Farms' Adulteration Behaviors in Co-Existing Traceable and Non-Traceable Supply Chains*,  
Jinxing Yang, Weihua Zhou, Retsef Levi, Zhong Chen\*,  
Under first round review of ***Manufacturing and Service Operations Management***.  
The Finalist, ISCOM 2023 Best Paper Award

**WORKING  
PAPER**

- *Government Interventions to Deter Counterfeits with Strategic Customers*,  
Zhong Chen, Jiahui Zhou, Kaijie Zhu.
- *Hedging and Production Risk Management in Reward-based Crowdfunding*  
Ehsan Bolandifar, Zhong Chen, Panos Kouvelis.

**GRANTS**

- Principal Investigator, 2024.01 – 2026.12, The Operational Strategy of an Online Food Delivery Platform by Considering the Characteristics of Delivery Agents in the Three-Sided Market, National Natural Science Foundation of China

**PEER  
REVIEWER**

*OMEGA - The International Journal of Management Science*  
*Asia-Pacific Journal of Operational Research*  
*European Journal of Operational Research*  
*Transportation Research Part E*