

BIN HU (胡斌)

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PROFESSIONAL

Naveen Jindal School of Management, University of Texas at Dallas

- Professor, Operations Management 2023-present
- Associate Professor, Operations Management 2018-2023

Kenan-Flagler Business School, University of North Carolina at Chapel Hill

- Assistant Professor, Operations 2011-2018

DTE Energy Trading Inc.

- Quantitative Analyst Intern Fall 2008

Ross School of Business, University of Michigan

- Research Assistant, Teaching Assistant 2006-2011

Department of Industrial & Systems Engineering, University of Minnesota

- Teaching Assistant 2005-2006

EDUCATION

Ross School of Business, University of Michigan

- Ph.D. in Business Administration Aug 2011

School of Mathematical Sciences, Peking University

- B.S. in Mathematics Sep 2005

HONORS

Meritorious Service Award, Manufacturing & Service Operations Management 2018-2022

Outstanding Senior Editor, Production and Operations Management May 2018

ProQuest Distinguished Dissertation Award, University of Michigan Apr 2012

Charles H. Gessner Fellowship, University of Michigan Mar 2011

RESEARCH

Research interests

Procurement and supply chain management, innovative operations

Published/forthcoming papers

1. Lingling Shi, Bin Hu. 2024. Battery as a Service: Flexible Electric Vehicle Battery Leasing. Forthcoming at *Manufacturing & Service Operations Management*.
2. Zheng Han, Bin Hu, Milind Dawande. 2022. Curbing Emissions: Environmental Regulations and Product Offerings Across Markets. *Manufacturing & Service Operations Management* 24(6) 3236-3251.
3. Yunke Mai, Bin Hu. 2023. Optimizing Free-to-Play Multiplayer Games with Premium Subscription. *Management Science* 69(6) 3437-3456.
4. Chuanya Jiao, Bin Hu. 2022. Showrooming, Webrooming, and Operational Strategies for Competitiveness. *Production and Operations Management* 31(8) 3217-3232.
5. Yunke Mai, Bin Hu, Saša Pekeč. 2023. Courteous or Crude? Managing User Conduct to Improve On-Demand Service Platform Performance. *Management Science* 69(2) 996-1016.
 - Second Place, 2018 IBM Best Student Paper Award for Service Science
6. Liying Mu, Bin Hu, A Amarender Reddy, Srinagesh Gavirneni. 2022. Negotiating Government-to-Government Food Importing Contracts: A Nash Bargaining Framework. *Manufacturing & Service Operations Management* 24(3) 1681-1697.
7. Andrew Davis, Bin Hu, Kyle Hyndman, Anyan Qi. 2022. Procurement for Assembly Under Asymmetric Information: Theory and Evidence. *Management Science* 68(4) 2694-2713.
8. Bin Hu, Zhankun Sun. 2022. Managing Self-Replicating Innovative Goods. *Management Science* 68(1) 399-419.
 - (Teaching case) Bin Hu. 2021. Original Prusa i3: The Self-Replicating 3D Printer. *Operations Management Education Review* 15 5-22.
9. Bin Hu, Ming Hu, Han Zhu. 2022. Surge Pricing and Two-Sided Temporal Responses in Ride Hailing. *Manufacturing & Service Operations Management* 24(1) 91-109.
10. Bin Hu, Yunke Mai, Saša Pekeč. 2020. Managing Innovation Spillover in Outsourcing. *Production and Operations Management* 29(10) 2252-2267.
11. Adem Orsdemir, Bin Hu, Vinayak Deshpande. 2019. Ensuring Corporate Social and Environmental Responsibility Through Vertical Integration and Horizontal Sourcing. *Manufacturing & Service Operations Management* 21(2) 251-477.
12. Bin Hu, Anyan Qi. 2018. Optimal Procurement Mechanisms for Assembly. *Manufacturing & Service Operations Management* 20(4) 655-666.
13. Li Chen, Bin Hu. 2017. Is Reshoring Better Than Offshoring? The Effect of Offshore Supply Dependence. *Manufacturing & Service Operations Management* 19(2) 166-184.
 - M&SOM Featured Article

14. Bin Hu, Ming Hu, Yi Yang. 2017. Open or Closed? Technology Sharing, Supplier Investment, and Competition. *Manufacturing & Service Operations Management* 19(1) 132-149.
15. Bin Hu, Dimitris Kostamis. 2014. Managing Supply Disruptions when Sourcing from Reliable and Unreliable Suppliers. *Production and Operations Management* 24(5) 808-820.
16. Izak Duenyas, Bin Hu, Damian Beil. 2013. Simple Auctions for Supply Contracts. *Management Science* 59(10) 2332-2342.
17. Bin Hu, Damian Beil, Izak Duenyas. 2013. Price-Quoting Strategies of an Upstream Supplier. *Management Science* 59(9) 2093-2110.
18. Bin Hu, Izak Duenyas, Damian Beil. 2013. Does Pooling Purchases Lead to Higher Profits? *Management Science* 59(7) 1576-1593.
19. Bin Hu, Saif Benjaafar. 2009. Partitioning of Servers in Queueing Systems During Rush Hour. *Manufacturing & Service Operations Management* 11(3) 416-428.

Working papers

20. Yunke Mai, Bin Hu. From Growth to Monetization: Managing Freemium Services.
21. Haokun Du, Bin Hu, Elena Katok. Competitive Markovian Pricing.
22. Ruize Ma, Yunke Mai, Bin Hu. User-Generated Content Platforms: Managing the Relationship Triangle.
23. Zheng Han, Bin Hu, Milind Dawande. Seeing Beauty in Ugly Produce: Do Ugly Produce Retailers Reduce Food Waste?

Invited research seminar/webinar presentations

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| 1. University of Michigan, Ross School of Business | 2024 |
| 2. Tsinghua University, Department of Industrial Engineering | 2023 |
| 3. Carnegie Mellon University, Tepper School of Business | 2023 |
| 4. Harbin Engineering University, School of Economics and Management | 2023 |
| 5. City University of Hong Kong, CityU College of Business | 2023 |
| 6. Hong Kong Polytechnic University, PolyU Business School | 2023 |
| 7. Chinese University of Hong Kong, CUHK Business School | 2023 |
| 8. University of Hong Kong, HKU Business School | 2023 |
| 9. Hong Kong University of Science and Technology, School of Business and Management | 2023 |
| 10. University of Science and Technology of China, School of Management | 2023 |
| 11. Shanghai University of Finance and Economics, College of Business | 2023 |
| 12. Shanghai Jiao Tong University, Antai College of Economics and Management | 2023 |
| 13. Fudan University, School of Management | 2023 |
| 14. Lanzhou University, School of Management | 2023 |
| 15. University of Miami, Herbert Business School | 2023 |
| 16. Singapore Management University, Lee Kong Chian School of Business | 2023 |
| 17. RMIT University, College of Business and Law | 2022 |
| 18. Southeast University, School of Economics and Management | 2022 |
| 19. University of Texas at Austin, McCombs School of Business | 2022 |
| 20. Nanjing University, School of Management & Engineering | 2022 |

21. Beijing Institute of Technology, School of Management and Economics	2021
22. University of Minnesota at Twin Cities, Carlson School of Management	2020
23. City University of Hong Kong, College of Business	2020
24. Peking University, Guanghua School of Management	2020
25. Shanghai University of Finance and Economics, College of Business	2020
26. Shanghai Jiao Tong University, Antai College of Economics and Management	2020
27. University of Science and Technology of China, School of Management	2019
28. University of Texas at Dallas, Department of Mathematics	2018
29. University of Illinois at Chicago, College of Business Administration	2018
30. Temple University, Fox School of Business	2018
31. University of California Riverside, School of Business	2018
32. Pennsylvania State University, Smeal College of Business	2018
33. University of Texas at Dallas, Naveen Jindal School of Management	2018
34. University of Colorado Boulder, Leeds School of Business	2017
35. Purdue University, Krannert School of Management	2017
36. University of Utah, David Eccles School of Business	2017
37. South China University of Technology, School of Business Administration	2017
38. Washington University in St. Louis, Olin Business School	2017
39. University of Toronto, Rotman School of Management	2016
40. University of Southern California, Marshall School of Business	2016
41. University of California at San Diego, Rady School of Management	2016
42. University of Texas at Dallas, Naveen Jindal School of Management	2016
43. University of Delaware, Alfred Lerner College of Business and Economics	2016
44. University of North Carolina Chapel Hill, Statistics and Operations Research	2016
45. Cornell University, Samuel Curtis Johnson Graduate School of Management	2016
46. Georgetown University, McDonough School of Business	2016
47. University of North Carolina Chapel Hill, Statistics and Operations Research	2014
48. Duke University, Fuqua School of Business	2014
49. New York University, Stern School of Business	2011
50. University of North Carolina Chapel Hill, Kenan-Flagler Business School	2011
51. University of Chicago, Booth School of Business	2011
52. Cornell University, Samuel Curtis Johnson Graduate School of Management	2010
53. Dartmouth College, Tuck School of Business	2010
54. George Washington University, School of Business	2010
55. University of Kansas, School of Business	2010

Conference presentations

- “Seeing Beauty in Ugly Produce: A Food Waste Perspective”
 - *MSOM 2023* (peer-reviewed, Montréal, Canada)
- “Battery as a Service: Flexible Electric Vehicle Battery Leasing”
 - *ICSSSM 2022* (online)
- “Optimizing Free-to-Play Multiplayer Games with Premium Subscription”

- *MSOM 2022* (peer-reviewed, Munich, Germany)
- “Curbing Emissions: Environmental Regulations and Product Offerings Across Markets”
 - *MSOM 2022* (peer-reviewed, Munich, Germany)
 - *INFORMS 2020* (online)
- “Managing Self-Replicating Innovative Goods”
 - *INFORMS 2019* (Seattle, WA)
 - *CSAMSE 2019* (Chengdu, China)
 - *MSOM 2019* (peer-reviewed, Singapore)
 - *POMS 2019* (Washington, DC)
 - *INFORMS 2018* (Phoenix, AZ)
 - *MSOM 2018* (peer-reviewed, Dallas, TX)
 - *POMS 2018* (Houston, TX)
- “Surge Pricing and Two-Sided Temporal Responses in Ride-Hailing”
 - *CSAMSE 2019* (Chengdu, China)
 - *MSOM 2019* (peer-reviewed, Singapore)
 - *POMS 2019* (Washington, DC)
 - *INFORMS 2018* (Phoenix, AZ)
 - *POMS 2018* (Houston, TX)
 - *INFORMS 2017* (Houston, TX)
- “Negotiating G2G Contracts for India’s Pulses Importing”
 - *INFORMS 2020* (online)
 - *POMS 2019* (Washington, DC)
 - *POMS 2018* (Houston, TX)
 - *INFORMS 2017* (Houston, TX)
- “Managing Innovation Spillover in Sourcing”
 - *MSOM 2016* (peer-reviewed, Auckland, New Zealand)
- “Optimal Procurement Mechanisms for Assembly”
 - *CSAMSE 2017* (Guangzhou, China)
 - *INFORMS 2016* (Nashville, TN)
 - *POMS 2016* (Orlando, FL)
 - *INFORMS 2015* (Philadelphia, PA)
- “Ensuring Corporate Social and Environmental Responsibility through Vertical Integration and Horizontal Sourcing”
 - *MSOM 2016* (peer-reviewed, Auckland, New Zealand)
 - *MSOM 2015* (peer-reviewed, Toronto, Canada)
- “Open or Closed? Technology Sharing, Supplier Investment, and Competition”
 - *MSOM 2016* (peer-reviewed, Auckland, New Zealand)
 - *POMS 2016* (Orlando, FL)
 - *INFORMS 2015* (Philadelphia, PA)
 - *POMS 2015* (Washington, DC)
- “Is Reshoring Better than Offshoring? The Effect of Offshore Supply Dependence”

- *INFORMS 2016* (Nashville, TN)
- *MSOM 2016* (peer-reviewed, Auckland, New Zealand)
- *POMS 2016* (Orlando, FL)
- *INFORMS 2015* (Philadelphia, PA)
- *MSOM 2015* (peer-reviewed, Toronto, Canada)
- *POMS 2015* (Washington, DC)
- *POMS-HK 2015* (Guangzhou, China)
- *INFORMS 2014* (San Francisco, CA)
- “Dynamic Production Capacity Management with Price Skimming”
 - *MSOM 2014* (peer-reviewed, Seattle, WA)
 - *POMS 2014* (Atlanta, GA)
- “Managing Supply Disruptions via Multiple Sourcing when Output Affects Market Price”
 - *INFORMS 2013* (Minneapolis, MN)
 - *MSOM 2013* (peer-reviewed, Fontainebleau, France)
 - *POMS 2013* (Denver, CO)
- “Simple Supply Auctions”
 - *INFORMS 2011* (Charlotte, NC)
 - *MSOM 2011* (peer-reviewed, Ann Arbor, MI)
- “Strategic Price Quotation by a Tier-Two Supplier”
 - *MSOM 2011* (peer-reviewed, Ann Arbor, MI)
 - *MSOM 2010* (peer-reviewed, Haifa, Israel)
 - *INFORMS 2010* (Austin, TX)
 - *INFORMS 2009* (San Diego, CA)
- “Does Pooling Component Demands when Sourcing Lead to Higher Profits?”
 - *POM 2012* (Chicago, IL)
 - *INFORMS 2008* (Washington, DC)
- “Server Partitioning in Queueing Systems during Rush Hour”
 - *INFORMS 2008* (Washington, DC)

TEACHING

Teaching interests

Strategic sourcing, supply chain management, innovative operations, business analytics

Naveen Jindal School of Management, University of Texas at Dallas

- OPRE4340 *Purchasing and Sourcing Management*, BS SCM core 2019-present
- OPRE6371 *Purchasing, Sourcing and Contract Management*, MS SCM core 2018-present

Kenan-Flagler Business School, University of North Carolina at Chapel Hill

- MBA717 *Strategic Sourcing*, MBA elective 2016-2018
- MBA700B *Analytical Tools II*, UNC-Tsinghua EMBA 2013-2017
- BUSI410 *Business Analytics*, BSBA core 2011-2017

- MBA700 *Analytical Tools*, MBA core 2014

Ross School of Business, University of Michigan

- OMS311 Operations Management, BBA core Winter 2009
- Graduate Teacher Certificate Dec 2009

SERVICES

Editorial

- Associate Editor, *Management Science* 2023-present
- Associate Editor, *Naval Research Logistics* 2019-present
- Senior Editor, *Production and Operations Management* 2014-present
- Ad hoc reviewer, *Management Science*, *Operations Research*, *Manufacturing & Service Operations Management*, *Production and Operations Management*, *European Journal of Operational Research*, *Asia-Pacific Journal of Operational Research*, *Decision Support Systems*, *Decision Sciences*, *Naval Research Logistics*, *Operations Research Letters*, *IIE Transactions*, *Economic Inquiry*

Discipline

- Panelist, INFORMS Service Science Doctoral Consortium 2023
- Track co-chair, Emerging Topics in OM, POMS Conference 2019
- Organizing committee, MSOM Conference 2017
- Co-chair, MSOM Supply Chain Management SIG Conference 2017
- Judge, M&SOM Student Paper Competition 2017, 2021-2023
- Judge, POMS College of SCM Student Paper Competition 2017-2018, 2021-2023
- Judge, CSAMSE Best Paper Competition 2021-2023

University of Texas at Dallas

- Doctoral Dissertation Committee: Parisa Shahsavand (expected 2025), Haokun Du (expected 2025, co-chair), Zihao Qu (2024), Lingling Shi (2023, co-advisor), Wen Zhang (2020), Yunke Mai (2019, co-advisor), Shichang Li (2019, outside chair)
- Visiting students: Bei Bian (2024), Yulin Hu (2023), Wenqian Zhang (2022), Ruize Ma (2022), Chuanya Jiao (2019), Zheng Han (2018)

University of North Carolina at Chapel Hill

- Organizing committee, UNC Emerging Topics and Methods Workshop 2016
- Doctoral Dissertation Committee: Mustafa Kabul (2017), Adem Orsdemir (2014, co-advisor), Gang Wang (2014)
- Undergraduate Honors Thesis Committee: Frank Silva (2016), Erin Rowe (2013)

Practitioner

- Expert reviewer, Department of Homeland Security Center for Accelerating Operational

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| Efficiency Procurement Innovation Review | 2021 |
| • Panel moderator, ProcureCon MRO (Fort Worth, TX) | 2018 |
| • Panelist, Global Trade Global Trade-Offs Conference (Chapel Hill, NC) | 2016 |