

5. “Cry-Wolf Syndrome in Recommendation”, Baixun Li, Meng Li, **Chao Liang**⁺, **Production and Operations Management**, 2023, 32(2), 347-358, lead paper.
6. “Will Self-gifting of Streamers Hurt Unions? Analyzing the Union's Compensation Mechanism for a Live Streaming Supply Chain”, Yuwen Da, Qinglong Gou,

At the University of Texas at Dallas, 2007-2012

- Operations Management, Undergraduate, 2011-2012
- Lab Instructor, Risk and Decision Analysis, MS/MBA, Fall 2011
- Teaching Assistant, 2007 - 2012
 - Undergraduate courses: Operations Management, Managerial Decision Making Under Uncertainty, Introduction to Supply Chain Management
 - MS/MBA level courses: Operations Management, Logistics and Distribution, Inventory Control, Risk and Decision Analysis

Awards, Grants and Scholarships

- Second Prize Winner of 2022 Global Contest for the Best China-focused Cases
- Finalist for 2012 POM Supply Chain College Student Paper Competition
- CEIBS Digital Age Management research grant, 2022
- CEIBS Digital Age Management research grant, 2023
- Graduate Scholarship, the University of Texas at Dallas, 2007-2011
- First Prize Scholarship, Nanjing University of Posts & Telecommunications, 2003
- Second Prize Scholarship, Nanjing University of Posts & Telecommunications, 2001, 2002

Media Coverage

- Eliminate the micro obstacles of “specialized and new” enterprises, and accelerate to overcome the macro “bottleneck” problems, National Business Daily (“ ” “ ”), 2023-02-20
- Trend, Strategy and Tactics of Digitalization: Value Creation and Long-term Philosophy of Enterprises (), 2023 <https://cn.ceibs.edu/new-papers-columns/22813>
- The “Rebirth” of Luckin Coffee (“ ”), 2023 <https://cn.ceibs.edu/new-papers-columns/23277> (a related video created by CEIBS online operation team and IC lab is posted on bilibili, with over 900 thousand views)
- Intelligent Manufacturing of Midea: Digital Transformation of Traditional Manufacturing, Tsinghua Management Review (:), 2019

School Service

At CEIBS, since 2022

- Oral Defense Supervision for EMBA, 2023
- Project Supervision for EMBA, 2023
- Admission Interview for EMBA, 2022, 2023
- Academic Staff Evaluation Committee
- CEIBS Insights Salon: Intelligent Manufacturing and Enterprises Upgrading (), May 2022
- Alumni Webinar (Zurich), Rail Freight and the new Silk Route (), Jun. 2022

