

Guangwen (Crystal) Kong

- Contact Information** University of Southern California,
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- Education** **University of Southern California**, Marshall School of Business
Ph.D. Operations Management, Expected in May 2013
Dissertation Advisors: Sampath Rajagopalan (Chair), Hao Zhang, Ramandeep Randhawa
Dissertation title: Essays on Information, Incentives and Operational Strategies
- Fudan University**, School of Management, China
M.S. Operations Research, 2008
Advisor: Daoli Zhu
Thesis title: The Algorithm of Nash Equilibrium and General Equilibrium and Applications
- Shandong University**, School of Mathematics, China
B.S. Mathematics and Applied Mathematics, 2005
- Research Interests** Supply chain management
Service operations and E-Commerce
Information asymmetry and incentive problems in operations management
Bounded rationality and behavioral decision making
- Publications and Working Papers** “Revenue Sharing and Information Leakage in a Supply Chain,” with Sampath Rajagopalan and Hao Zhang, forthcoming in *Management Science*
“Pricing and Quality Differentiation of a Service with Heterogenous Customers,” with Sampath Rajagopalan and Hao Zhang, manuscript in preparation
“Groupon for Service: Is It a Good Deal?” with Ramandeep Randhawa, work in progress
“An Improved NIRA Algorithm of Nash Equilibrium and Its Application,” with Daoli Zhu, *Automation and Logistics, 2007 IEEE International Conference*, pp.2580-2585, 18-21 Aug. 2007
“Two Phases Algorithm of Transport Network Design Problem,” with Zhang, Jianghua, Zhu, Daoli and Han, Qiang, *Wireless Communications, Networking and Mobile Computing, 2007. WiCom 2007. International Conference*, pp.6533-6536, 21-25 Sept. 2007
- Conference Presentations** “Revenue Sharing and Information Leakage in a Supply Chain”
 - MSOM Annual Meeting, Ann Arbor, June 2011
 - POMS Annual Meeting, Reno, April 2011
 - INFORMS Annual Meeting, Charlotte, November 2011
 - INFORMS Annual Meeting, Austin, November 2010“Groupon for Service: Is It a Good Deal?”
 - INFORMS Annual Meeting, Phoenix, October 2012 (Scheduled)
 - POMS Annual Meeting, Chicago, April 2012“Pricing a Service with Observable but Non-contractible Quality for Heterogeneous Customers”
 - INFORMS Annual Meeting, Phoenix, October 2012 (Scheduled)

- “An Improved NIRA Algorithm of Nash Equilibrium and Its Application”
- IEEE International Conference on Automation and Logistics, Jinan, China August 2007
 - National Doctoral Academic Forum in Fudan University, Shanghai, China October 2006

Honors and Awards

INFORMS Future Academic Colloquium, 2012
 POMS Doctoral Consortium, 2012
 Honor Society of Phi Kappa Phi, 2012
 POMS College of Supply Chain Best Student Paper Award (Finalist), 2011
 Fudan University Graduate Scholarship, 2007
 Excellence Paper Award in Ph.D. Academic Forum, Fudan University, 2006
 First Prize in ‘9th Challenge Cup National Competition’ at Shandong University, 2005
 Scientific and Technological Innovation Fund, Shandong University, 2004
 Excellence Award for Specialty of Mathematics, National Base of Mathematics, 2002
 Shandong University Undergraduate Scholarship, 2002-2004

Teaching Experience

University of Southern California

- Instructor Fall 2011
 BUAD 311 Operations Management (Undergraduate Core)
- Teaching Assistant, Spring 2011
 BUAD 311 Operations Management (Undergraduate Core)
- Guest Lecturer Fall 2010
 IOM 673 Optimization (Ph.D. Core)
- Tutor
 GSBA 534 Operations Management (MBA Core) Summer 2011
 GSBA 506 Applied Managerial Statistics (MBA Core) Winter 2010

Fudan University

- Teaching Assistant for Calculus I and II Fall 2005, Spring 2006
- Tutor for Chun-Tsung Undergraduate Scholarship Program Fall 2007

Professional Experiences

Lab of Logistics and Supply Chain Management Shanghai, China 2005 - 2008

- Research Assistant
 Participated in NSF funded project “*Coordination Theory, Applied Technology and Operation Strategy in Supply Chain Management*”. Focused on key analysis and computational methods of Supply Chain Management.
- Project Assistant
 Consulted for Shanghai Baosteel Purchasing Center, Shanghai Economic Council and National Production Authority in Shanghai.

Taifook Securities Group

Shanghai, China 2006-2008

- Industry Analyst
 Conducted periodic research on developments and trends in retail sector and automobile sector. Advised investors on short-and-long term asset selection opportunities in the industry.

Memberships

INFORMS, MSOM, POMS, TOASTMASTER

References**Prof. Sampath Rajagopalan**

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The University of British Columbia
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