

LEON YANG ZHU (CHU)

PROFESSIONAL EXPERIENCE AND EDUCATION

Professor	Cheung Kong Graduate School of Business	May 2021-present
Professor	Marshall School of Business (DSO) University of Southern California	Jan. 2020-May 2021
Visiting Professor	Cheung Kong Graduate School of Business	May 2019-May 2021
Associate Professor	Marshall School of Business (DSO) University of Southern California	Mar. 2012-Jan. 2020
Visiting Scholar	Antai College of Economics & Management Shanghai Jiao Tong University	Feb. 2014-Jun. 2014
Assistant Professor	Marshall School of Business (IOM) University of Southern California	Jul. 2006-Mar. 2012
Postdoc/Lecturer	College of Engineering (IEOR) University of California, Berkeley	Sep.2005-May 2006
Ph.D.	<i>Industrial and Systems Engineering</i> University of Florida	Aug.2001-Aug.2005
M.A.	<i>Economics</i> University of Florida	Aug.2001-Dec.2004
B.S.	<i>Electrical Engineering</i> Shanghai Jiao Tong University	Aug.1997-Jul.2001

JOURNAL PAPERS

- [1] Chu, L. Y., G. Li, A. Wu, B. Wu, 2025, "Disruptive Timing," *Management Science*, forthcoming.
- [2] Han, B., L. Wu, T. Sun, L. Y. Chu, L. Wu, 2024, "Connecting Customers and Merchants Offline: Experimental Evidence from the Commercialization of Last-mile Stations at Alibaba," *MIS Quarterly*, **48**(3), pp. 1157-1192.
- [3] Chu, L. Y., Q. Feng, J. G. Shanthikumar, Z. M. Shen, J. Wu, 2023, "Solving the Price-Setting Newsvendor Problem with Parametric Operational Data Analytics (ODA)," *Management Science*, forthcoming.
- [4] Han, B., L. Y. Chu, T. Sun, L. Wu, 2023, "Commercializing the Package Flow: Cross-sampling Physical Products Through E-commerce Warehouses," *Management Science*, forthcoming.
- [5] Chu, L. Y., B. Wu, 2023, "Designing Online Platforms for Customized Goods and Services: A Market-Frictions Based Perspective," *Academy of Management Review*, **48**(1), pp. 78-99.

- [6] Chu, L. Y., Y. Rong, H. Zheng, 2022, "Strategic Benefit of Request for Proposal/Quotation," *Operations Research*, **70**(3), pp. 1293-1952.
- [7] Han, B., T. Sun, L. Y. Chu, L. Wu, 2022, "COVID-19 and Ecommerce Operations: Evidence from Alibaba," *Manufacturing & Service Operations Management*, **24**(3), pp. 1388-1405.
- [8] Chu, L. Y., H. Nazerzadeh, H. Zhang, 2020, "Position Ranking and Auction for Online Marketplaces," *Management Science*, **66**(8), pp. 3295-3798.
- [9] Chen, Y., L. Y. Chu, 2020, "Synchronizing Pricing and Replenishment to Serve Forward-looking Customers," *Naval Research Logistics*, **67**(5), pp. 321-333.
- [10] Chu, L. Y., G. Li, P. Rusmevichientong, 2018, "Optimal Pricing and Inventory Planning with Charitable Donations," *Manufacturing and Service Operations Management*, **20**(4), pp. 687-703.
- [11] Chu, L. Y., N. Shamir, H. Shin, 2017, "Strategic Communication for Capacity Alignment with Pricing in a Supply Chain," *Management Science*, **63**(12), pp. 4366-4388.
- [12] L. Qi, L. Y. Chu, Chen, R., 2016, "Quality Provision with Heterogeneous Consumer Reservation Utilities," *Production and Operations Management*, **25**(5), pp. 883-901.
- [13] Chu, L. Y., D. E. Sappington, 2015, "Contracting with Private Knowledge of Production Capacity," *Journal of Economics & Management Strategy*, **24**(4), pp. 752-785.
- [14] Chu, L. Y., Y. Wang, 2015, "Bundled Procurement for Technology Acquisition and Future Competition," *Manufacturing and Service Operations Management*, **17**(2), pp. 249-261.
- [15] Chu, L. Y., G. Lai, 2013, "Salesforce Contracting under Demand Censorship," *Manufacturing and Service Operations Management*, **15**(2), pp. 320-334.
- [16] Chu, L. Y., D. E. Sappington, 2013, "Motivating Energy Suppliers to Promote Energy Conservation," *Journal of Regulatory Economics*, **43**(3), pp. 229-247.
- [17] Bassamboo, A., L. Y. Chu, R. S. Randhawa, 2013, "Designing Flexible Systems Using a New Notion of Supermodularity," *Operations Research Letters*, **41**(1), pp. 107-111.
- [18] Chu, L. Y., D. E. Sappington, 2012, "Designing Optimal Gain Sharing Plans to Promote Energy Conservation," *Journal of Regulatory Economics*, **42**(2), pp. 115-134.
- [19] Chu, L. Y., H. Zhang, 2011, "Optimal Pre-order Strategy with Endogenous Information Control," *Management Science*, **57**(6), pp. 1055-1077.
- [20] Chu, L. Y., D. E. Sappington, 2010, "Contracting with Private Knowledge of Signal Quality," *Rand Journal of Economics*, **41**(2), pp. 244-269.

- [21] Chu, L. Y., Z. M. Shen, 2010, "A Power-of-two Ordering Policy for One-Warehouse Multi-Retailer Systems with Stochastic Demand," *Operations Research*, **58**(2), pp. 492-502.
- [22] Chu, L. Y., D. E. Sappington, 2009, "Implementing High-Powered Contracts to Motivate Intertemporal Effort Supply," *Rand Journal of Economics*, **40**(2), pp. 296-316.
- [23] Chu, L. Y., 2009, "Truthful Bundle/Multi-unit Double Auctions," *Management Science*, **55**(7), pp. 1184-1198.
- [24] Chu, L. Y., D. E. Sappington, 2009, "Procurement Contracts: Theory vs. Practice," *International Journal of Industrial Organization*, **27**(1), pp. 51-59.
- [25] Chu, L. Y., J. G. Shanthikumar, Z. M. Shen, 2008, "Solving Operational Statistics via a Bayesian Analysis," *Operations Research Letters*, **36**(1), pp. 110-116.
- [26] Chu, L. Y., Z. M. Shen, 2008, "Truthful Double Auction Mechanisms," *Operations Research*, **56**(1), pp. 102-120.
- [27] Chu, L. Y., D. E. Sappington, 2007, "A Note on Optimal Procurement Contracts with Limited Direct Cost Inflation," *Journal of Economic Theory*, **137**(1), pp. 745-753.
- [28] Chu, L. Y., Z. M. Shen, 2007, "Trade Reduction vs. Multi-Stage: A Comparison of Double Auction Design Approaches," *European Journal of Operational Research*, **180**(2), pp. 677-691.
- [29] Chu, L. Y., D. E. Sappington, 2007, "Simple Cost-Sharing Contracts," *American Economic Review*, **97**(1), pp. 419-428.
- [30] Chu, L. Y., Z. M. Shen, 2006, "Agent Competition Double Auction Mechanism," *Management Science*, **52**(8), pp. 1215-1222.
- [31] Chu, L. Y., V. N. Hsu, Z. M. Shen, 2005, "An Economic Lot-Sizing Problem with Perishable Inventory and Economies of Scale Costs: Approximation Solutions and Worst Case Analysis," *Naval Research Logistics*, **52**(6), pp. 536-548.

CONFERENCE PROCEEDINGS

- [32] Han B., T. Sun, L. Y. Chu, L. Wu, 2021, "COVID-19 and E-commerce Operations: Evidence from Alibaba", *Proceedings of the International Conference on Information Systems (ICIS 2021)*, Austin, TX.
- [33] Han B., T. Sun, L. Y. Chu, L. Wu, 2020, "COVID-19 and E-commerce Operations: Evidence from Alibaba", *Proceedings of the Conference on Information Systems and Technology (CIST 2020)*.
- [34] Han B., T. Sun, L. Y. Chu, L. Wu, 2020, "Commercializing the Package Flow: Cross-sampling Physical Products Through E-commerce Warehouses", *Proceedings of the International Conference on Information Systems (ICIS 2020)*.

- [35] Han B., T. Sun, L. Y. Chu, L. Wu, 2019, “Connecting Customers and Merchants Offline: Experimental Evidence from the Commercialization of Last-Mile Pickup Stations at Alibaba”, *Proceedings of the Conference on Information Systems and Technology (CIST 2019)*, Seattle, WA.
- [36] Han B., T. Sun, L. Y. Chu, L. Wu, 2019, “Connecting Customers and Merchants Offline: Experimental Evidence from the Commercialization of Last-Mile Pickup Stations at Alibaba”, *Proceedings of the International Conference on Information Systems (ICIS 2019)*, Munich, Germany.
- [37] Chu L. Y., H. Nazerzadeh, H. Zhang, 2017, “Position Ranking and Auction for Online Marketplaces,” the abstract appeared in *Proceedings of 10th International Symposium on Algorithmic Game Theory (SAGT)*, L'Aquila, Italy.
- [38] Shen, Z. M., L. Y. Chu, 2005, “Practical Double Auction Mechanism Design,” *Proceedings of the 2005 NSF Design, Service and Manufacturing Grantees and Research Conference*, Scottsdale, AZ.
- [39] Chu, L. Y., Z. M. Shen, 2004, “Double Auction Mechanisms for Supply Chain Formation Problems,” *Proceedings of the 7th International Conference on Electronic Commerce Research*, Dallas, TX.
- [40] Chu, L. Y., Z. M. Shen, 2004, “Agent Competition Double Auction Mechanism,” *Proceedings of the 2004 Industrial Engineering Research Conference*, Houston, TX.
- [41] Chu, L. Y., Z. M. Shen, 2002, “Perishable Stock Lot-sizing Problem with Modified All-unit Discount Cost Structures,” *Global Supply Chain Management*, edited by Jian Chen, Tsinghua University Press, pp. 13-18.

TEACHING CASES

- [42] 长期主义与唯快不破跨境电商 SHEIN 带来的启示, 2021
- [43] Time to Shein, CKGSB Knowledge, 2021
- [44] 迎战“猪周期”！壹号食品如何通过“连接”，圆养殖业“千年一梦”，2021
- [45] “菜篮子工程”25年 数字化创新能否接力时代 助力共同富裕？2021
- [46] 如何寻找“第二曲线”？以腾讯产业互联网为例, 2022
- [47] 通过财务数据，识别不同行业的代表性企业, 2023
- [48] Need for Speed: How SHEIN Became a Global Online Fashion Retailer, Unleashing Innovation - 10 Cases from China on Digital Strategy and Market Expansion, 2023
- [49] 以实践解答未知，详解铁骑力士集团数字化转型之路, 2024
- [50] 奇技看术 奇迹看道 飞鹤乳业异军突起的势道术, 2024

PROJECTS

国家自然科学基金项目，跨层级的对齐挑战：企业相互竞争价值观的整体差异效应研究
(72471141)，2025.01~2028.12

CONFERENCE PRESENTATIONS

- “An Essay on James-Stein Shrinkage and Anchoring,” Purdue Supply Chain and Operations Management Conference, 2025
- “Designing Online Platforms for Offline Services (O2O): The Bigger, the Better?”
INFORMS Annual Meeting, 2019
- “Harnessing the Double-edged Sword via Routing: Information Provision on Ride-hailing Platforms,” CSAMSE Annual Conference, 2018
- “The Rationality of Decision Biases,”
CSAMSE Annual Conference, 2018
- “The Strategic Benefit of Request for Proposal/Quotation”
CSAMSE Annual Conference, 2017 / INFORMS International Conference, 2016/2017
- “Optimal Pricing and Inventory Planning with Charitable Donations,”
CSAMSE Annual Conference, 2017
- “Synchronizing Pricing and Replenishment to Serve Forward-looking Customers with Lost Sales,” CSAMSE Annual Conference, 2015 / INFORMS Annual Meeting, 2014
- “Making Quality Decisions in Tough Economic Times,”
CSAMSE Annual Conference, 2012
- “Salesforce Contracting under Demand Censorship,”
INFORMS International Conference 2012/MSOM Annual Meeting, 2012
- “Strategic Communication for Capacity Alignment with Pricing in a Supply Chain,”
OCSAMSE Annual Conference, 2011
- “Bundled Procurement for (Free) Technology Acquisition and Future Competition,”
INFORMS Annual Meeting, 2012/2011/2010 / IFORS Triennial Conference, 2011
MSOM Annual Meeting, 2011 / POMS Annual Meeting, 2011
- “Optimal Pre-order Discount and Information Release,”
MSOM Annual Meeting, 2010 / OCSAMSE Annual Conference, 2009
- “Implementing High-Powered Contracts to Motivate Intertemporal Effort Supply,”
INFORMS Annual Meeting, 2008/2007 / Southern Cal. OR/OM Day, 2008
- “Truthful Bundle/Multi-unit Double Auctions,”
INFORMS Annual Meeting, 2009/2007 / MSOM Annual Meeting, 2009
- “An Application of Operational Statistics,”
INFORMS Annual Meeting, 2006
- “Truthful Double Auction Mechanisms,”

INFORMS Annual Meeting, 2005/2004/2003
“Periodic Ordering Policy for One Warehouse, Multi-Retailer Systems under Stochastic Demand,” INFORMS Annual Meeting, 2004
“Agent Competition Double Auction Mechanism,”
IIE Research Conference, 2004 / 3rd NSF Workshop on SCM, 2004
“Approximation Algorithms for Perishable Inventory Lot-Sizing Problem,”
INFORMS Annual Meeting, 2002

INVITED TALKS

College of Business, Shanghai University of Finance and Economics, Mar. 2025
School of Management and Economics, CUHK-Shen Zhen, Sep. 2024
School of Management and Economics, Beijing Institute of Technology, May 2024
International Business School, Beijing Foreign Studies University, May 2024
School of Economics and Management, Tsinghua University, May 2024
HKU Business School, Hong Kong University, Mar. 2024
CUHK Business School, Chinese University of Hong Kong, Mar. 2024
SUSTech Business School, Southern University of Science and Technology, Feb. 2024
Business School, Central South University, Mar. 2023
Department of Industrial Engineering, Tsinghua University, Mar. 2021
Department of ISOM, HKUST Business School, May 2019
Antai College of Economics & Management, Shanghai Jiao Tong University, Mar. 2019
NET Institute Conference on Network Economics, New York University, Dec. 2018
Anderson Graduate School of Management, University of California, Riverside, Nov. 2018
Jindal School of Management, UT Dallas, Oct. 2018
Department of Economics, University of Southern California, Sep. 2018
School of Management, University College London, Aug. 2018
London Business School, Aug. 2018
Booth School of Business, University of Chicago, May. 2018
Cheung Kong Graduate School of Business, Apr. 2018
Antai College of Economics & Management, Shanghai Jiao Tong University, Mar. 2018
David Eccles School of Business, University of Utah, Jan. 2018
Rotman School of Management, University of Toronto, Dec. 2017
Stern School of Business, New York University, Nov. 2017
Krannert School of Management, Purdue University, Aug. 2017
Young Scholar Colloquium, CSAMSE Annual Conference, Guangzhou, China, Jul. 2017
Rutgers Business School, Rutgers University, Apr. 2017
Marshall Research Fair, University of Southern California, Mar. 2017
Fuqua School of Business, Duke University, Nov. 2016

The Paul Merage School of Business, University of California, Irvine, Oct. 2016
Panel Speaker at USC Global Summit, University of Southern California, Sep. 2016
Keynote Speaker at Sharing Economy Workshop, Shanghai Jiao Tong University, Jun. 2016
School of Economics and Management, Tsinghua University, May 2016
Young Scholar Colloquium, CSAMSE Annual Conference, Shenyang, China, Jul. 2015
Center for Risk and Economic Analysis of Terrorism Events (CREATE), USC, Jul. 2015
School of Business Administration, Shanghai Lixin University of Commerce, May 2014
School of Management, Fudan University, Apr. 2014
The School of Economics, Nanjing University Business School, Apr. 2014
Antai College of Economics & Management, Shanghai Jiao Tong University, Apr. 2014
School of IBA, Shanghai University of Finance and Economics, Mar. 2014
Sauder School of Business, University of British Columbia, Jan. 2014
Olin Business School, Washington University in St. Louis, Oct. 2012
Lee Kong Chian School of Business, Singapore Management University, Jul. 2012
NUS Business School, National University of Singapore, Jul. 2012
Mostly OM: International Workshop on Advanced Topics of Operations Management,
Tsinghua University, Beijing, China, May 2011
Sloan School of Management, Massachusetts Institute of Technology, May 2011
Haas School of Business, University of California, Berkeley, Apr. 2011
Johnson Graduate School of Management, Cornell University, Apr. 2011
Anderson School of Management, University of California, Los Angeles, Feb. 2011
Department of SEEM, The Chinese University of Hong Kong, Dec. 2010
Department of LMS, The Hong Kong Polytechnic University, Dec. 2010
Fuqua School of Business, Duke University, Sep. 2010
Kellogg Graduate School of Management, Northwestern University, May, 2010
Graduate School of Business, Columbia University, Apr. 2010
Ross School of Business, University of Michigan, Apr. 2010
Marshall School of Business (FBE), University of Southern California, Apr. 2010
Rady School of Management, University of California, San Diego, Feb. 2010
Anderson Graduate School of Management, University of California, Riverside, Jan. 2010
Department of IEOR, University of California, Berkeley, Apr. 2007
Stern School of Business, New York University, Feb. 2006
Marshall School of Business (IOM), University of Southern California, Feb. 2006
Department of General Engineering, University of Illinois at Urbana-Champaign, Feb. 2006
Graduate School of Business, Columbia University, Jan. 2006

AWARDS AND HONORS

CKGSB Outstanding Researcher Award	2022
2 nd Prize, the 2018 CSAMSE Annual Conference Practice Award	2022
3 rd Prize, the 2022 CSAMSE Annual Conference Best Paper Award	2022
Best Paper Runner-up, ICIS Kauffmann Award on Innovation & Entrepreneurship	2020
The Networks, Electronic Commerce and Telecommunications Institute Grant	2018
2 nd Prize, the 2018 CSAMSE Annual Conference Best Paper Award	2018
Excellence Award, Shanghai Open Data Applications Competition	2017
2 nd Prize, the 2009 OCSAMSE Annual Conference Best Paper Award	2009
Dean's Award for Research Excellence, Marshall School of Business	2007
College of Engineering Scholarship, University of Florida	2004
University of Florida Alumni Fellowship	2001 – 2005
Meritorious Award, Mathematical Contest in Modeling	1999
Exceptional Student of Shanghai Jiaotong University (1st place)	1998
1 st Prize, National Mathematics Winter Camp	1997
1 st Prize, National Mathematics Winter Camp (4th place nation-wide)	1996

STUDENTS

Advisor:	Brian Han (Gies College of Business, UIUC)	2020
	Heng Zhang (W.P. Carey School of Business, ASU)	2019
Co-advisor:	Guang Li (Queen's)	2016

PROFESSIONAL SERVICE

AREA EDITOR	
<i>Omega</i>	Feb. 2022–present
ASSOCIATE EDITOR	
<i>Journal of Management Science and Engineering (China)</i>	Jan. 2017–present
<i>Omega</i>	Feb. 2015–Jan. 2022
<i>Operations Research</i>	Jan. 2018–present
<i>Operations Research Letters</i>	Sep. 2011–present
<i>Manufacturing and Service Operations Management</i>	Oct. 2018–Aug. 2024
<i>Naval Research Logistics</i>	Jan. 2018–present
SENIOR EDITOR	
<i>Production and Operations Management</i>	Oct. 2013–present
GUEST ASSOCIATE EDITOR	
<i>Management Science</i>	Dec. 2008–Feb. 2009

REVIEWER

Applied Economics Letters, Annals of Operations Research, Asia-Pacific Journal of Operational Research, Decision Sciences, Econometrica, Environmental and Resource Economics, European Journal of Operational Research, Games, Games and Economic Behavior, IEEE Conference on E-Commerce, IEEE Transactions on Automation Science and Engineering, IIE Transactions, INFORMS Journal on Computing, International Review of Administrative Sciences, International Journal of Industrial Organization, International Transactions in Operational Research, Journal of Economic Behavior & Organization, Journal of Economic Theory, Journal of Economics & Management Strategy, Journal of Global Optimization, Journal of Mathematical Economics, Journal of the Operational Research Society, Journal of Public Economic Theory, Journal of Public Economics, Management Science, Manufacturing and Service Operations Management, Naval Research Logistics, Omega – The International Journal of Management Science, Operations Management Education Review, Operations Research, Operations Research Letters, Production and Operations Management, Rand Journal of Economics, Research Grant Council (RGC) of Hong Kong, Review of Industrial Organization, Transportation Research Part E: Logistics and Transportation Review, Transportation Science, Utilities Policy

CONFERENCE PROGRAM COMMITTEE/CHAIR

CSAMSE Annual Conference Program Committee	2021-2025
POMS Annual Conference Track Co-Chair	2019
MSOM Supply Chain SIG Conference Co-Chair	2018
INFORMS M&SOM Sponsored Cluster Co-Chair	2014

TREASURER

Informatics Junior Faculty Interest Group	Jun. 2007–May 2009
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FACULTY ADVISOR

USE Hong Kong Student Association	Sep. 2009–Aug. 2019
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