

Howard Hao-Chun Chuang (莊皓鈞)

Education

- 2008-13 *Mays Business School, Texas A&M University* *College Station, TX, USA*
Ph.D. Major: Operations & Supply Chain Management; Minor: Statistics (Certificated).
Dissertation: *Essays on Retail Operations*. Advisor: Rogelio Oliva
- 2004-06 *School of Management, National Taipei University of Technology* *Taipei, Taiwan*
MBA. Major: E-Business & Operations.
- 2000-04 *College of Commerce, National Chengchi University* *Taipei, Taiwan*
BBA. Major: Management Information Systems.

Employment

- 2016- [College of Commerce](#), *National Chengchi University*
Associate Professor.
- 2013-2016 [College of Commerce](#), *National Chengchi University*
Assistant Professor.
- 2008-12 *Mays Business School, Texas A&M University*
Instructor for undergraduate core Operations Management.
Graduate Assistant for research and teaching.
- 2006-07 *Penghu Defense Command, Army, Taiwan*
Supply Management Corporal for materials auditing and ordering.

Journal Publications

1. **Chuang, H. H.**, Oliva, R., Heim, G. 2019. Examining the link between retailer inventory leanness and operational efficiency: Moderating roles of firm size and demand uncertainty. *Production and Operations Management* (UT-Dallas 24 & FT 50), 28(9): 2338-2364.
2. Lu, G., Ding, X., Peng, X. & **Chuang, H. H.** 2018. Addressing endogeneity in operations management research: Recent developments, common problems, and directions for future research. *Journal of Operations Management* (UT-Dallas 24 & FT 50), 64: 53-64.
3. **Chuang, H. H.** 2018. Fixing shelf out-of-stock with signals in point-of-sale data. *European Journal of Operational Research*, 270(3): 862-872.
4. Chou, Y. C. & **Chuang, H. H.** 2018. A predictive investigation of first-time customer retention in online reservation services. *Service Business*, 12(4): 685-699.
5. **Chuang, H. H.**, Oliva, R. & Liu, S. 2016. On-shelf availability, retail performance, and external audits: A field experiment. *Production and Operations Management* (UT-Dallas 24 & FT 50), 25(5): 935-951.

6. **Chuang, H. H.**, Oliva, R. & Perdikaki, O. 2016. Traffic-based labor planning in retail stores. *Production and Operations Management* (UT-Dallas 24 & FT 50), 25(1): 96-113.
7. Chou, Y. C., **Chuang, H. H.** & Shao, B. 2016. The impact of e-retailer characteristics on initiating mobile retail services: A modular innovation perspective. *Information & Management*, 53(4): 481-492.
8. **Chuang, H. H.** & Oliva, R. 2015. Inventory record inaccuracy: Causes and labor effects. *Journal of Operations Management* (UT-Dallas 24 & FT 50), 39-40: 63-78.
9. **Chuang, H. H.** 2015. Mathematical modeling and Bayesian estimation for error-prone retail shelf audits. *Decision Support Systems*, 80: 72-82.
10. Chou, Y. C., **Chuang, H. H.** & Shao, B. 2015. Information initiatives of mobile retailers: A regression analysis of zero-truncated count data with underdispersion. *Applied Stochastic Models in Business and Industry*, 31(4): 457-463.
11. **Chuang, H. H.**, Lu, G. Y., Peng, D. X. & Heim, G. R. 2014. Impact of value-added features in e-retailing processes: An econometric analysis of website functionality. *Decision Sciences* 45(6): 1159-1186.
12. Chou, Y. C., **Chuang, H. H.** & Shao, B. 2014. Assessing the impacts of information technology on total factor productivity through externalities and innovations. *International Journal of Production Economics* 158: 290-299.
13. **Chuang, H. H.** & Oliva, R. 2014. Estimating retail demand with Poisson mixtures and out-of-sample likelihood. *Applied Stochastic Models in Business and Industry* 30(4): 455-463.

Honors and Awards

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| 2019 | NCCU Excellent Undergraduate English-taught Course |
| 2018 | Mr. Lu Feng-Zhang Memorial Award (Chinese Management Association)
NCCU Excellent Undergraduate English-taught Course |
| 2017 | Wu Ta-You Memorial Award, MOST (Ministry of Science & Technology).
NCCU Research Excellence (特優) Award
NCCU College of Commerce Teaching Excellence (特優) Award
MOST Outstanding Young Scholar Research Project (科技部優秀青年學者計畫)
Gold Medal Award, MOE (Ministry of Education) Creative Software Applications Contest
Runner-Up, Best Paper Award of Chinese ERP Society Annual Conference |
| 2016 | E. SUN Bank Research Award (玉山學術獎)
MOST Outstanding Young Scholar Research Project (科技部優秀青年學者計畫)
NCCU Research Excellence (特優) Award
Runner-Up, National Undergraduate Operations Research Prize Competition of ORSTW
CERPS E 化系統創意應用競賽優良獎 |
| 2015 | Sayling Wen Service Science Award for Junior Scholars |
| 2014 | Runner-Up, National Undergraduate Operations Research Prize Competition of ORSTW |

- Excellent Internet-Based Education Course at National Chengchi University
- 2013 Honorable Mention, Best Student Paper Competition, INFORMS Service Science Section
PhD Outstanding Teaching Award at Mays Business School
- 2012 PhD Outstanding Research Award at Mays Business School
- 2009 Honorable Mention for Dana Meadows Award by System Dynamics Society
- 2008-13 Regent's Fellowship at Texas A&M University (\$3,000/year)
- 2006 Student Sponsorship Program granted by CSCMP Taiwan
1st Toyota Management Thesis Award in Taiwan (10 winners out of 555 participants)
4th Annual DHL Thesis Award in SCM in Taiwan (8 winners out of 192 participants)
Scholarship granted by The Chung Hwa Rotary Educational Foundation
- 2003 Excellent Work Prize granted by the Chinese Society for Information Management

Research Grants

- 2019 MOST Research Project 108-2410-H-004-199- (899,000 NT\$)
NCCU Aim for Top University Project (750,000 NT\$)
- 2018 MOST Research Project 107-2410-H-004-093 (711,000 NT\$)
NCCU Aim for Top University Project 107H121-01 (816,901 NT\$)
- 2017 MOST Research Project 106-2628-H-004-002 (851,000 NT\$)
NCCU Aim for Top University Project 106H122 (72,000 NT\$)
- 2016 MOST Research Project 105-2628-H-004-004 (786,000 NT\$)
Sayling Wen Service Science Award for Junior Scholars (300,000 NT\$)
NCCU Aim for Top University Project 105H122 (120,000 NT\$)
- 2015 MOST Research Project 104-2410-H-004-134 (653,000 NT\$)
NCCU Aim for Top University Project 104H122 (120,000 NT\$)
- 2014 MOST Research Project 103-2410-H-004-117 (535,000 NT\$)
NCCU Aim for Top University Project 103H122 (115,000 NT\$)
- 2013 NSC Research Project 102-2410-H-004-234 (496,000 NT\$)
NCCU Office of Research & Development Research Grant (100,000 NT\$)
NCCU College of Commerce Startup Grant (200,000 NT\$)
- 2008-12 Mays Business School Summer Grant (4,000 USD\$/year)

Teaching Experience

- 2013- *College of Commerce, National Chengchi University*
Research Methods (Master Core); Decision Sciences (Master Core)
Business Analytics: Marketing & Decisions (Undergraduate Core)
R Computing for Business Data Analytics (Undergraduate & Master)
Programming Design (Undergraduate Core)
Quantitative Modeling Methods (Master Core)
Data Processing (Undergraduate)

2011 *Mays Business School, Texas A&M University*
Operations Management (Undergraduate)

Academic Services

Program committee:

The First IEEE International Conference on Artificial Intelligence and Virtual Reality 2018
International Conference on Information Management 2017
Workshop on Fintech, AIOT & Blockchain 2017
International Symposium on Semiconductor Manufacturing Intelligence (ISMI) 2014
MOST-DST (Taiwan-South Africa) Conference on Innovation and Commercialization 2014
Taiwan Summer Workshop on Information Management (TSWIM) 2013
Conference on Information Systems and Technology (CIST) 2011

Editorial services:

Senior Editor, Journal of Electronic Commerce Research (SSCI), 2019-
Executive Editor, Journal of Management and Systems (TSSCI), 2018-

Track chair:

Retail Operations Management Track, POMS Annual Conference, Orlando, FL. May 2016

Session chair:

Management II Division of MOST Annual Meeting, Taoyuan. November 2018
INFORMS International Meeting, Taipei, Taiwan. June 2018
DSI Annual Meeting, Austin, TX. November 2016
Asia Pacific DSI Conference, Beijing, China. July 2016
INFORMS Annual Conference, Minneapolis, MN. October 2013
INFORMS Annual Conference, Phoenix, AZ. October 2012

Judge:

Best Paper Competition, 2016 DSI Annual Meeting

Referee for grant proposals (2016 -):

Management II Division, MOST
Industrial Development Bureau, Ministry of Economic Affairs (MOEA)
Department of Humanities and Social Sciences, MOST

Industrial Services

Independent consultant:

Synergies Intelligent Systems 2019-
Google Cloud Platform 2019-
WPG Holdings 2013-
FamilyMart Convenience Store Chain 2017-
SkyREC 2017-2018