

# Chia-Chun Yang

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## EDUCATION

<b>Ph.D. in Operations, Business Analytics, and Information Systems</b> University of Cincinnati, Cincinnati, OH	<b>August 2020 – Present</b>
<b>Master of Science in Information Systems</b> Iowa State University, Ames, IA Minor: Statistics	<b>August 2017</b>
<b>Master of Science in Global Logistics</b> Arizona State University, Tempe, AZ	<b>May 2015</b>
<b>Bachelor of Science in Physics</b> National Chung Cheng University, Taiwan	<b>June 2013</b>

## AWARDS & ACHIEVEMENTS

<b>FINALIST - JUNIOR SCHOLAR PAPER COMPETITION</b> Issuer: POMS College of Behavior in Operations Management Description: Paper title: “Effect of Shift Structure on Service-Worker Fatigue: Evidence from Emergency Department Caregivers”	<b>May 2023</b>
<b>HERO AWARD</b> Issuer: General Dynamics Information Technology Description: Chia-Chun has invested a number of hours and many long days over the past few months to ensure the timely completion and quality of the 2017 Unified Post-Acute Care Public Use File, a high priority data product for the Policy and Data Analytics Group in the Center for Medicare & Medicaid Services. This project had limited specifications and several measures, and Chia-Chun worked persistently with customer and his team to ensure that each component of the data product met customer needs	<b>August 2019</b>
<b>NEW SAS PROFESSIONAL AWARD</b> Issuer: SAS Global Forum 2019 Description: A limited number of awards are being awarded to SAS professionals who have fewer than five years of professional experience using SAS. Recognition of a SAS professional who contributes to excellent data analytics profession in the industry	<b>May 2019</b>
<b>EMPLOYEE RECOGNITION AWARD – DISTINGUISHED PERFORMANCE</b> Issuer: General Dynamics Information Technology Description: Chia-Chun has shown dedication and innovation in his work on the Comprehensive ESRD Care RMADA contact and the Chronic Condition Data Warehouse (CCW) contract work for the Policy Data and Analysis CMS team. Chia-Chun has exceeded expectations and significantly contributed to the quality and efficiency of projects by introducing parallel processing and automation to existing processes	<b>April 2018</b>

## RESEARCH APPOINTMENT

### Doctoral Researcher

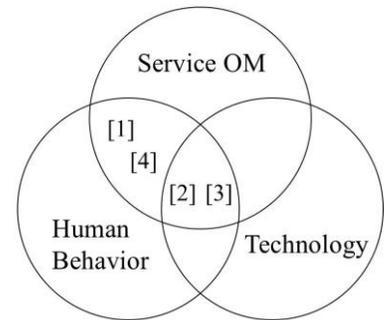
August 2021 – August 2023

Joint appointment: Department of Emergency Medicine; Department of Operations, Business Analytics, and Information Systems (OBAIS) – University of Cincinnati,  
Advisors: Greg Fermann, MD (Emergency Medicine) & Craig Froehle, PhD (OBAIS)

## RESEARCH

### Research Interest

- Service and Behavioral Operations Management (OM)
- The Role of Technology in Improving Operational Efficiency
- Healthcare Operations Management



### Dissertation

“Designing Technology-Generated Customer Service Operations”

- *Various technologies (e.g., self-checkout systems, AI-powered service agents) are increasingly implemented in customer-service roles across many industries, such as financial, retail, and healthcare. However, customers’ decisions whether or not to use these technologies, and how much these technologies contribute to the service experience are not well known. A better understanding of what factors motivate people’s decisions to use customer-service technologies can enable operations management to improve service process designs, increase efficiency, and enhance the service experience. The guiding research question for this dissertation is how do task, environment, and system design affect customers’ choices of and experience with self-service channels? This research uses a combination of experimental and survey methods over multiple studies to gain insight into this question.*

### Working Paper

- [1] **Chia-Chun Yang**, Craig Froehle, Elizabeth Leenellett, “Effect of Shift Structure on Service-Worker Fatigue: Evidence from Emergency Department Caregivers,” Target: POM
  - *Finalist, 2023 College of Behavioral OM Junior Scholar Paper Competition*
- [2] **Chia-Chun Yang**, Craig Froehle, Yinghao Zhang, “The Influence of Task Complexity and Anthropomorphism on Customer Preference for AI Service Agents: A Trust and Risk Perspective”

### Ongoing Research

- [3] **Chia-Chun Yang**, Yinghao Zhang, Craig Froehle, “Effect of Task and Temporal Attributes on Customers’ Decisions to Use Self-Service Technologies”
- [4] Adam Arveson, Mike Dixon, Craig Froehle, Liana Victorino, and Matthew Walsman, **Chia-Chun Yang**, “40 Years of ‘The Psychology of Waiting Lines’: A Celebration and Update of Maister’s 8 Propositions”

## ACADEMIC SPEAKING

### Upcoming Conference Presentations

INFORMS (Atlanta, GA)	October 2025
“Drivers of Customers’ Preferences for AI Service Agents”	
DSI (Orlando, FL)	November 2025
“The Influence of Shift Structure on Caregiver Fatigue in an Emergency Department”	
DSI (Orlando, FL)	November 2025
“Drivers of Customers’ Preferences for AI Service Agents”	

## **Invited Talks and Presentations**

35 <sup>th</sup> Annual POMS Conference (Atlanta, GA)	May 2025
<i>"Effects of Task and Anthropomorphism on Customers' Decisions to Use AI-powered Service Agent"</i>	
INFORMS (Seattle, WA)	October 2024
<i>"Impact of Shift Structure on Fatigue among Emergency Department Service Workers"</i>	
INFORMS (Seattle, WA)	October 2024
<i>"Effect of Task and Temporal Attributes on Customers' Decisions to Use Self-Service Technologies"</i>	
17th annual Behavioral Operations Conference – Young Scholar's Workshop (Boulder, CO)	June 2024
<i>"Effects of Task, Time, and Anthropomorphism on Customers' Decisions to Use AI-powered Service Agent"</i>	
34 <sup>th</sup> Annual POMS Conference (Minneapolis, MN)	April 2024
<i>"Effect of Task and Environmental Factors on Customers' Decisions in Adopting Self-Service Technologies"</i>	
34 <sup>th</sup> Annual POMS Conference (Minneapolis, MN)	April 2024
<i>"The Role of Artificial Intelligence (AI) Technologies in Service Process Design"</i>	
34 <sup>th</sup> Annual POMS Conference (Minneapolis, MN)	April 2024
<i>"Designing AI-Enabled Customer Service Operations: A Behavioral Perspective"</i>	
OBAIS Brown Bag (Cincinnati, OH)	January 2024
<i>"Effect of Shift Structure on Service-Worker Fatigue: Evidence from Emergency Department Caregivers"</i>	
INFORMS (Phoenix, AZ)	October 2023
<i>"The Role of Artificial Intelligence (AI) Technologies in Service Process Design"</i>	
INFORMS (Phoenix, AZ)	October 2023
<i>"Scheduling Effects on Service-Worker Fatigue: Evidence from Emergency Department Physicians"</i>	
INFORMS Healthcare Conference (Toronto, ON Canada)	July 2023
<i>"Effect of Shift Structure on Service-Worker Fatigue: Evidence from Emergency Department Caregivers"</i>	
16th annual Behavioral Operations Conference – Young Scholar's Workshop (Baltimore, MD)	June 2023
<i>"Effect of Task and Environmental Factors on Customers' Decisions in Adopting Self-Service Technologies"</i>	
33 <sup>rd</sup> Annual POMS Conference (Orlando, FL)	May 2023
<i>"Effect of Shift Structure on Service-Worker Fatigue: Evidence from Emergency Department Caregivers"</i>	
POMS College of Behavior in OM Mini-Conference (Orlando, FL)	May 2023
<i>"Effect of Shift Structure on Service-Worker Fatigue: Evidence from Emergency Department Caregivers"</i>	
Emergency Medicine Research Faculty Meeting, University of Cincinnati (Cincinnati, OH)	March 2023
<i>"Scheduling And Fatigue Effects Research (SAFER) Project"</i>	
32 <sup>nd</sup> Annual POMS Conference (Virtual)	April 2022
<i>"The effect of shift structure on fatigue of frontline healthcare workers"</i>	
Iowa SAS User Group Conference (Johnston, IA)	August 2018
<i>"Working Effectively with SAS GRID"</i>	

## **PROFESSIONAL SERVICE**

35th Annual POMS Conference: Session of Behavioral Insights in Tech and Service Design Session Co-Chair	May 2025
34th Annual POMS Conference: Session of Behavioral Influences in Healthcare Operations Session Co-Chair	April 2024
33rd Annual POMS Conference: Session of Empirical Research in Healthcare Operations Session Chair	May 2023
The Analytics Summit Conference, Center for Business Analytics, University of Cincinnati Student Volunteer	May 2023

## TEACHING EXPERIENCE

### **Independent Instructor**

*at Carl H. Lindner College of Business, University of Cincinnati:*

#### **Undergraduate Course**

- OM 3080 Operations Management (In-person)
- Fall 2024 (Instructor Rating: 7.58/8)

#### **Graduate Course**

- BANA 7011 Data Analytics (Online)
- Fall 2023 (Instructor Rating: 7.56/8)
- BANA 7012 Data Analytics (Online)
- Summer 2025 (Instructor Rating: not yet available)
  - Spring 2025 (Instructor Rating: 7.65/8)
  - Summer 2024 (Instructor Rating: 6.89/8)

### **Teaching Assistant**

*at Carl H. Lindner College of Business, University of Cincinnati:*

#### **Undergraduate Course**

- OM 4080 Project Management (Online) for Professor Steven Jones
- Fall 2020
- OM 4089 Healthcare Management and Operations (Online) for Professor Denise White
- Spring 2021

#### **Graduate Course**

- OM 7011 Management of Operations (Online) for Professor Uday Rao
- Summer 2021
- BANA 7015 Adv Healthcare Data Analytics (Online) for Professor Denise White
- Spring 2021
- BANA 7030 Simulation Modeling and Methods (Online) for Professor Denise White
- Summer 2021

*at the Department of Physics, National Chung Cheng University:*

#### **Undergraduate Course**

- Experiments on General Physics (In-person) for Professor Lih-Yir Shieh
- Fall 2012

## CERTIFICATIONS

### **Udemy**

Machine Learning, Data Science and Deep Learning with Python  
[https://www.udemy.com/certificate/UC-bfd4c2eb-4492-446a-8d5a-1ff3b7488387/?utm\\_medium=email&utm\\_campaign=email&utm\\_source=sendgrid.com](https://www.udemy.com/certificate/UC-bfd4c2eb-4492-446a-8d5a-1ff3b7488387/?utm_medium=email&utm_campaign=email&utm_source=sendgrid.com)

**June 2020**

### **Oracle**

Oracle Database SQL Certified Expert  
[https://www.youracclaim.com/badges/41cb64b6-48cf-464a-88cf-abab1f82c4dc/public\\_url](https://www.youracclaim.com/badges/41cb64b6-48cf-464a-88cf-abab1f82c4dc/public_url)

**August 2017**

### **SAS Institute**

SAS Certified Advanced Programmer for SAS 9  
[https://www.youracclaim.com/badges/5316ce07-bede-4cf8-85ba-db5a149aa9d1/linked\\_in\\_profile](https://www.youracclaim.com/badges/5316ce07-bede-4cf8-85ba-db5a149aa9d1/linked_in_profile)

**September 2017**

### **SAS Institute**

SAS Certified Base Programmer for SAS 9  
[https://www.youracclaim.com/badges/289f6951-cbb5-4a06-8697-53e30c2932f0/linked\\_in\\_profile](https://www.youracclaim.com/badges/289f6951-cbb5-4a06-8697-53e30c2932f0/linked_in_profile)

**August 2017**

### **Iowa State University, Ames, IA**

Business Analytics  
[https://drive.google.com/file/d/0Bysd4S08arI\\_bHExV2ZYNi1zdFU/view](https://drive.google.com/file/d/0Bysd4S08arI_bHExV2ZYNi1zdFU/view)

**August 2017**

## **WORKING EXPERIENCE**

### **Senior Data Analyst / Senior Statistician General Dynamics Information Technology**

**November 2017 – July 2020  
West Des Moines, Iowa**

- Performs data management and analytic tasks for health care initiatives delivered by Center for Medicare & Medicaid (CMS)
- CMS contracts served:
  - Unified Post-Acute Care Public Use File (Unified PAC PUF)
  - Geographic Variation Public Use File (GV PUF)
  - Bundled Payments for Care Improvement (BPCI) Model
  - BPCI Advanced Model
  - Comprehensive End State Renal Disease Care Model (CEC)
  - Long-Term Institutionalized (LTI) Resident Report
- Identify efficiencies that may be used to improve processing time and space utilization; including using SAS Grid Manager for parallel processing of large Medicare claims and enrollment files. E.x. CEC contract save 82% processing time; LTI contract save 90% processing time
- Uses data knowledge to identify appropriate data sources for research questions
- Communicates with customers regarding the specifications of data products

### **Supply Chain Analyst (Contractor) 3M**

**October 2017 – November 2017  
Maplewood, Minnesota**

- Involved in Health Care Department Training
- Executed SAP system and participated in SAP Training
- Attended Supply Chain System Training
- Communicated with customer and colleagues to fulfill scheduling Optimization, Changeover reduction, Inventory Optimization, and Service Attainment Improvement

### **Spring & Summer Internship - Supply Chain Analyst Hy-Vee, Inc.**

**March 2017 – August 2017  
West Des Moines, Iowa**

- Coordinated and participated in major transportation profitability and warehouse performance improvement initiatives and projects, specifically in modeling route analysis and improving warehouse performance
- Provided technical expertise to the purchasing department and the subsidiary- Perishable Distributors of Iowa, Ltd. by utilizing VBA, statistical methods, and working directly with logistics coordinator and buyers to visualize and ameliorate profitability and performance
- Coordinated with IT department to import logistics data to new Transportation Management System for route optimization to improve quality of future transportation profitability analysis

### **Summer Internship – Business Analyst United Supplier, Inc.**

**May 2016 – August 2016  
Ames, Iowa**

- Partnered with business analysts, developers, and users on FAST project, a new in-house ERP system development on a .NET platform, gained experience with agile project management style and quality assurance control utilizing JIRA
- Concentrated on requirement collecting, quality assurance, and user training session with overall improvement for system production environment

### **Applied Logistics Project- Arizona State University Trax Technologies**

**Jan 2015 – May 2015  
Tempe, Arizona**

- Analyzed complex logistics decisions and leveraged the supply chain data building up a robust, modular, cost-to-serve analysis model to optimize supply sourcing and distribution which including sourcing cost, transportation cost, custom cost, warehouse location, and lead time analysis on a global scale
- Designed Total Landed Cost model with detailed information on profitability and expense for customers
- Utilized Excel solver and linear programming algorithm to optimize Total Landed Cost

**Management Specialist**  
**Military Service, Water Resources Agency, Ministry of Economic Affairs**

**July 2013 – June 2014**  
**Kaohsiung, Taiwan**

- Squad leader of 16 soldiers, coordinated with government representatives during typhoon season
- Avoided casualty in the 3rd quarter of 2013 by coordinating with local volunteers and government engineers to ensure the safety of residents and disaster relief delivery during typhoon season
- Initiated and led team of 16 alternative service soldiers collaborating with local charity organization on a six-month community service project
- Effectively gained approval from supervisor to reinvest into athletic facilities for military camp
- Assisted contract system developer to improve overall agency website user experience
- Increased application processes efficiency by 35% by collaborating with software technician

## **SKILLS**

**Language:** Mandarin Chinese (Native) • Taiwanese (Native) • English (Proficient)

**Computer:** Statistical Analysis System (SAS) • Structured Query Language (SQL) • R Language • Visual Basic for Applications (VBA) • JMP • Python • Java Script • HTML • FORTRAN • Arena