

# Chia-Chun Yang

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## EDUCATION

### **Ph.D. in Operations Management**

August 2020 – July 2026 (Expected)

University of Cincinnati, Cincinnati, OH

**Dissertation Title:** “Designing Technology-Generated Customer Service Operations”

- Committee: Professors Craig Froehle (co-chair), Yinghao Zhang (co-chair), Liwei Chen, and Rashmi Adaval

**Joint Appointment:** Doctoral Researcher at UC Department of Emergency Medicine (2021-2023)

### **Master of Science in Information Systems**

August 2017

Iowa State University, Ames, IA

Minor: Statistics

### **Master of Science in Global Logistics**

May 2015

Arizona State University, Tempe, AZ

### **Bachelor of Science in Physics**

June 2013

National Chung Cheng University, Taiwan

## ACADEMIC HONORS, AWARDS & RECOGNITIONS

**Best Paper Award** – 2025 19<sup>th</sup> International Research Symposium on Service Excellence in Management (QUIS19)

**Interdisciplinary Research Fellowship (\$1,700)** – 2024 Graduate Student Government, University of Cincinnati

**Invited Participant** – 2023 Behavioral Operations Management Summer Institute (BOMSI), Harvard University

**Finalist, Junior Scholar Paper Competition** – 2023 POMS College of Behavioral Operations Management

**PhD Graduate Assistantship in Healthcare Systems (\$46,500)** – 2021-2023 College of Medicine & College of Business, University of Cincinnati

**New Lindner Doctoral Student Award (\$4,000)** – 2021-2025 University of Cincinnati

**GSG Conference Award (\$3700)** – 2020-2025 University of Cincinnati

## RESEARCH

### **Research Interests**

- Service and behavioral operations management (OM)
- Role of technology in improving operational efficiency
- Healthcare operations management

### **Papers under Review & Working Papers**

- [1] **Chia-Chun Yang**, Craig Froehle, Elizabeth Leenellett, “Effect of Shift Structure on Service-Worker Fatigue: Evidence from Emergency Department Caregivers” (planned for submission to *Production and Operations Management* in summer 2025)
  - *Finalist, 2023 POMS 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” (in preparation for submission to *Manufacturing & Service Operations Management*)

### **Ongoing Research**

- [3] **Chia-Chun Yang**, Yinghao Zhang, Craig Froehle, “Effect of Task and Temporal Attributes on Customers’ Decisions to Use Self-Service Technologies” (data collection/analysis in progress)
- [4] Adam Arveson, **Chia-Chun Yang**, Craig Froehle, Liana Victorino, Mike Dixon, Matthew Walsman, “40 Years of ‘The Psychology of Waiting Lines’: A Celebration and Update of Maister’s 8 Propositions” (manuscript in preparation)
  - *Best Paper Award, 2025 QUIS19 Symposium*

## **TEACHING EXPERIENCE**

### **Independent Instructor**

**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 Analysis (Online)

- Fall 2023 (Instructor Rating: 7.56/8)

BANA 7012 Decision Modeling (Online)

- Summer 2025 (Instructor Rating: not yet available)
- Spring 2025 (Instructor Rating: 7.65/8)
- Summer 2024 (Instructor Rating: 6.89/8)

### **Teaching Assistant**

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

#### **Undergraduate Course**

OM 4080 Project Management (Online) for Prof. Steven Jones (*Fall 2020*)

OM 4089 Healthcare Management and Operations (Online) for Prof. Denise White (*Spring 2021*)

#### **Graduate Course**

OM 7011 Management of Operations (Online) for Prof. Uday Rao (*Summer 2021*)

BANA 7015 Adv Healthcare Data Analytics (Online) for Prof. Denise White (*Spring 2021*)

BANA 7030 Simulation Modeling and Methods (Online) for Prof. Denise White (*Summer 2021*)

## **PROFESSIONAL SERVICE**

**Session Co-chair:** POMS Annual Conference (2023-2025)

**Student Volunteer:** Analytics Summit, Center for Business Analytics, University of Cincinnati (2023)

## **INVITED PRESENTATIONS**

### **“Drivers of Customers’ Preferences for AI Service Agents”**

- 2025 DSI Annual Conference (Orlando, FL), scheduled
- 2025 INFORMS Annual Meeting (Atlanta, GA), scheduled

### **“The Influence of Shift Structure on Caregiver Fatigue in an Emergency Department”**

- 2025 DSI Annual Conference (Orlando, FL), scheduled

### **“Effects of Task and Anthropomorphism on Customers’ Decisions to Use AI-powered Service Agent”**

- 2025 POMS Annual Conference (Atlanta, GA)

### **“Effect of Task and Temporal Attributes on Customers’ Decisions to Use Self-Service Technologies”**

- 2024 INFORMS Annual Meeting (Seattle, WA)

### **“Impact of Shift Structure on Fatigue among Emergency Department Service Workers”**

- 2024 INFORMS Annual Meeting (Seattle, WA)

### **“Effects of Task, Time, and Anthropomorphism on Customers’ Decisions to Use AI-powered Service Agent”**

- 2024 Annual Behavioral Operations Conference – Young Scholars Workshop (Boulder, CO)

### **“Effect of Task and Environmental Factors on Customers’ Decisions in Adopting Self-Service Technologies”**

- 2024 POMS Annual Conference (Minneapolis, MN)
- 2023 Annual Behavioral Operations Conference – Young Scholars Workshop (Baltimore, MD)

### **“The Role of Artificial Intelligence (AI) Technologies in Service Process Design”**

- 2024 POMS Annual Conference (Minneapolis, MN)

### **“Designing AI-Enabled Customer Service Operations: A Behavioral Perspective”**

- 2024 POMS Annual Conference (Minneapolis, MN)

### **“Effect of Shift Structure on Service-Worker Fatigue: Evidence from Emergency Department Caregivers”**

- 2024 OBAIS Department Brown Bag, University of Cincinnati (Cincinnati, OH)
- 2023 INFORMS Healthcare Conference (Toronto, ON, Canada)

- 2023 POMS Annual Conference (Orlando, FL)
- 2023 POMS College of Behavior in OM Mini-Conference (Orlando, FL)
- “The Role of Artificial Intelligence (AI) Technologies in Service Process Design”
  - 2023 INFORMS Annual Meeting (Phoenix, AZ)
- “Scheduling Effects on Service-Worker Fatigue: Evidence from Emergency Department Physicians”
  - 2023 INFORMS Annual Meeting (Phoenix, AZ)
- “Scheduling And Fatigue Effects Research (SAFER) Project”
  - 2023 Emergency Medicine Research Faculty Meeting, University of Cincinnati (Cincinnati, OH)
- “The Effect of Shift Structure on Fatigue of Frontline Healthcare Workers”
  - 2022 POMS Annual Conference (Virtual)
- “Working Effectively with SAS GRID”
  - 2018 Iowa SAS User Group Conference (Johnston, IA)

## **INDUSTRY WORK EXPERIENCE**

<b>Senior Data Analyst / Senior Statistician</b> General Dynamics Information Technology (GDIT)	November 2017 – July 2020 West Des Moines, Iowa
<b>Industry Award:</b> <ul style="list-style-type: none"> <li>▪ Hero Award (GDIT, 2019)</li> <li>▪ New SAS Professional Award (SAS Institute, 2019)</li> <li>▪ Employee Recognition Award – Distinguished Performance (GDIT, 2018)</li> </ul>	
<b>Supply Chain Analyst (Contractor)</b> 3M	October 2017 – November 2017 Maplewood, Minnesota
<b>Supply Chain Analyst (Spring &amp; Summer Internship)</b> Hy-Vee, Inc.	March 2017 – August 2017 West Des Moines, Iowa
<b>Business Analyst (Summer Internship)</b> United Supplier, Inc.	May 2016 – August 2016 Ames, Iowa
<b>Applied Logistics Project at Arizona State University</b> Trax Technologies	Jan 2015 – May 2015 Tempe, Arizona
<b>Management Specialist</b> Military Service, Water Resources Agency, Ministry of Economic Affairs	July 2013 – June 2014 Kaohsiung, Taiwan

## **CERTIFICATIONS & SKILLS**

### **Certifications:**

- Machine Learning, Data Science, and Deep Learning with Python (*Udemy, June 2020*)
- Oracle Database SQL Certified Expert (*Oracle, August 2017*)
- SAS Certified Advanced Programmer for SAS 9 (*SAS Institute, September 2017*)
- SAS Certified Base Programmer for SAS 9 (*SAS Institute, August 2017*)
- Business Analytics (*Iowa State University, August 2017*)

### **Skills:**

**Language:** • Mandarin Chinese (Native) • Taiwanese (Native) • English (Proficient)  
**Computer:** • SAS • JMP • SQL • R Language • VBA in Excel • Python • Java Script • HTML • Arena

## **REFERENCES**

<b>Craig Froehle (Co-Advisor)</b> <b>Professor</b> <i>Department of Operations, Business Analytics &amp; Information Systems, Carl H. Lindner College of Business</i> University of Cincinnati <a href="mailto:craig.froehle@uc.edu">craig.froehle@uc.edu</a>	<b>Yinghao Zhang (Co-Advisor)</b> <b>Associate Professor</b> <i>Department of Operations, Business Analytics &amp; Information Systems, Carl H. Lindner College of Business</i> University of Cincinnati <a href="mailto:yinghao.zhang@uc.edu">yinghao.zhang@uc.edu</a>	<b>Sachin Modi</b> <b>Professor &amp; Department Head</b> <i>Department of Operations, Business Analytics &amp; Information Systems, Carl H. Lindner College of Business</i> University of Cincinnati <a href="mailto:sachin.modi@uc.edu">sachin.modi@uc.edu</a>
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