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 19th 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, Sachin Modi, Elizabeth Leenellett, "Effect of Shift Structure on Service-Worker Fatigue: Evidence from Emergency Department Caregivers" (planned for submission to *Production and Operations Management* by the end of 2025)
- *Finalist, 2023 POMS College of Behavioral OM Junior Scholar Paper Competition*
[2] Adam Arveson, **Chia-Chun Yang**, Craig Froehle, Liana Victorino, Mike Dixon, Matthew Walsman, "40 Years of The Psychology of Waiting: A Celebration and Update of Maister's Eight Propositions" (under review at *Production and Operations Management*)
- *Best Paper Award, 2025 QUIS19 Symposium*
[3] **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
[4] **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)

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: 7.63/8)
- 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 Chair: POMS Annual Conference (*2026, confirmed*)

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

Senior Data Analyst / Senior Statistician   November 2017 – July 2020
General Dynamics Information Technology (GDIT)   West Des Moines, Iowa
- **Industry Award:**
- *Hero Award (GDIT, 2019)*
- *New SAS Professional Award (SAS Institute, 2019)*
- *Employee Recognition Award – Distinguished Performance (GDIT, 2018)*

Supply Chain Analyst (Contractor)   October 2017 – November 2017
3M   Maplewood, Minnesota

Supply Chain Analyst (Spring & Summer Internship)   March 2017 – August 2017
Hy-Vee, Inc.   West Des Moines, Iowa

Business Analyst (Summer Internship)   May 2016 – August 2016
United Supplier, Inc.   Ames, Iowa

Applied Logistics Project at Arizona State University   Jan 2015 – May 2015
Trax Technologies   Tempe, Arizona

Management Specialist   July 2013 – June 2014
Military Service, Water Resources Agency, Ministry of Economic Affairs   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

Craig Froehle (Co-Advisor)	**Yinghao Zhang** (Co-Advisor)	**Sachin Modi**
Professor	**Associate Professor**	**Professor & Department Head**
Department of Operations, Business Analytics & Information Systems, Carl H. Lindner College of Business	*Department of Operations, Business Analytics & Information Systems, Carl H. Lindner College of Business*	*Department of Operations, Business Analytics & Information Systems, Carl H. Lindner College of Business*
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