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教研领域：

零售运营，零售和市场的交叉研究，供应链管理

学历

- 2011-2016 物流与供应链管理哲学博士，经济与工商管理学院，香港大学。
2010-2011 工程企业管理理学硕士，工业工程与物流管理学系，香港科技大学。
2006-2010 电子商务和物流工程理学学士，华南理工大学。

工作经验

- 2016-至今 助理教授，商学院，澳门科技大学
2015-2016 高级研究助理，经济与工商管理学院，香港大学
2014-2015 研究助理，经济与工商管理学院，香港大学

发表论文

- [1] Qiu, Q. and L. Jiang. 2018. Consumer-driven group buying: Trick or treat to retail stores? *Journal of Systems Science and Systems Engineering*, 27(1):1-23.
[2] Qiu, Q., Y.J. Chen, and B.P.C. Yen. 2018. The implications of group-buying as a channel option under capacity constraint. *Asia-Pacific Journal of Operational Research*, 35(4):1-32.

演讲

- [1] “Credibility of Word-of-Mouth in Mobile Services: An Empirical Analysis” at the 13th

IEEE International Conference on e-Business Engineering, Macau, Nov. 2016.

- [2] “On the Operations Impacts of Customer-Driven Group Buying” at the Seventh POMS-HK International Conference, Macau, Jan. 2016.
- [3] “On the Strategic Implications of Customer-Driven Group Buying” at Hong Kong University of Science and Technology, Hong Kong, Nov. 2015.
- [4] “Group-Buying As a Strategic Channel Option under Retail Competition” at Hong Kong University of Science and Technology, Hong Kong, Jun. 2015.
- [5] “Adopting Group-Buying as a New Selling Strategy: Case from China” at the Sixth POMS-HK International Conference, Guangzhou, China, Jan. 2015.
- [6] “Group Buying: Retail Stores’ Performance and Implications” at INFORMS Annual Meeting, San Francisco, USA, Nov. 2014.
- [7] “Consumer-Driven Group Buying: A Treat or Trick to the Retailers?” at MSOM Society Annual Conference, INSEAD, France, Jul. 2013.

教学经验

- MSc course: *MBSE08 Contemporary Topics in Supply Chain Management*
School of Business, Macau University of Science and Technology
Instructor, Spring 2018
- BBA courses: *SCM402 Logistics & Transportation Management*, *COB201 Business Statistics*, *COB 207 Decision Making Methods*, School of Business, Macau University of Science and Technology
Instructor, Fall 2016 and Spring/Fall 2017
- MBA course: *PMBA2246 Supply Chain Management*, Faculty of Business and Economics, The University of Hong Kong
Teaching Assistant, Fall 2013 and Spring 2015
- IMBA course: *IMBA6028 Supply Chain Management and Logistics*, Faculty of Business and Economics, The University of Hong Kong
Teaching Assistant, Spring 2015

科研项目

- Faculty Research Grants No. FRG-17-027-MSB, 2017-2018, “The Implications of Group-Buying on Retailers’ Operational and Marketing Strategies”, MOP\$30,000, PI.

服务

Session Chair of 2017 POMS-HK International Conference, POMS-HK Chapter

Manager of 2012 HSBC/McKinsey Business Case Competition, Asia Case Research Centre

Referee for *European Journal of Operational Research*, *Asia-Pacific Journal of Operational Research*, *Information Management*, *Journal of Electronic Commerce Research*, and *Electronic Commerce Research Journal*

Membership of *INFORMS*, *M&SOM*, and *POMS*

Latest Update: August 24, 2018