

CHEN Yue Allen



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Dept/Fields: Department of Decision Sciences

Academic Qualification

2016.07 – 2020.01 Ph.D.: The Hong Kong Polytechnic University; Operations Management and Supply Chain Management;

2003.09 – 2004.11 Master: The University of Leeds, Business School (LUBS); MSc in International Marketing Management;

1997.09 – 2001.06 Bachelor: Sun Yat-sen University, Business School, Bachelor of Management: Marketing.

Working Experience

2020 – Present Assistant Professor / Macau University of Science and Technology;

2013 – 2016 Commodity Director / Guangzhou Jinyu Garments Co., Ltd;

2011 – 2013 Marketing Director (Asia & Pacific Area) / Wise Link Group;

2008 – 2011 Marketing Department Manager / Guangzhou Sun Win Garment and Trade Co., Ltd;

2004 – 2008 KA Manager / Guangdong Textiles Import & Export Group

Teaching Activities

Undergraduate: Operations Management, Omni-Channel Practice and Sustainability in Integrated Supply Chains

Postgraduate: Modeling and Optimization of Enterprise Management, Business Optimization Theory, Supply Chain Management

Research Areas

Operations Management, Optimization and Coordination in Supply Chain Management, Omni-Channel Practice, Big Data Analytics & Application, Application of Blockchain technology, and Sustainability in Supply Chains.

Selected Journal Papers

Chen, Y. (2023). How blockchain adoption affects supply chain sustainability in the fashion industry: a systematic review and case studies. *International Transactions in Operational Research*. <https://doi.org/10.1111/itor.13273>

Choi, T. M. & **Chen, Y.** (2021). Circular Supply Chain Management with Large Scale Group Decision Making in the Big Data Era: The Macro-Micro Model. *Technological Forecasting & Social Change*, 169, 120791.

Choi, T. M., **Chen, Y.**, & Chung, S. H. (2019). Online-offline fashion franchising supply chains without channel conflicts: choices on postponement and contracts. *International Journal of Production Economics*, 215, 174-184.

Cai, Y. J., **Chen, Y.**, Siqin, T., Choi, T. M., & Chung, S. H. (2019). Pay upfront or pay later? Fixed royal payment in sustainable fashion brand franchising. *International Journal of Production Economics*, 214, 95-105.

Chen, Y., Chung, S. H., & Guo, S. (2018). Franchising contracts in fashion supply chain operations: models, practices, and real case study. *Annals of Operations Research*, 2018, 1-46.

Other Professional Activities

July 2023

Seminar of Liberal Education on National Conditions for The Teaching Staff of Colleges and Universities in Macau

Honors/Awards

May 2017 - Best Presentation of ISE Research Students' Conference

Nov 2016 - Winner of Student Group in Slogan Competition of Safety Week 2016 of The Hong Kong Polytechnic University.

Aug 2015 - 2014-2015 Top 10 Best Professional Managers in Guangdong Garment and Clothing Industry granted by Guangdong Association of Garment and Garment Article Industry