

YU (SERENE) JIANG

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EDUCATION

University of Tennessee, Knoxville Ph.D. Candidate in Business Analytics	Aug 2021 - May 2025 (Expected)
North Carolina State University Master of Statistics	Aug 2019 - May 2021
Texas A&M University Master of Engineering in Civil Engineering	Aug 2016 - Dec 2018
Harbin Engineering University Bachelor of Engineering in Coastal Engineering	Aug 2012 - Jul 2016

RESEARCH INTERESTS

Empirical Operations Management, Consumer Returns, Retail Operations, Sustainable Operations, Operations-Marketing Interface

RESEARCH

Working Papers

1. "The Impact of Reverse Logistics on Customer Repurchase: A Service Co-Production Perspective", with Michael Galbreth, Paolo Letizia, and Guangzhi Shang. *In preparation for submission.*
2. "How do Gender and Ethnic Diversity Impact Consumer Returns?", with Michael Galbreth, Paolo Letizia, and Paolo Roma. *In preparation for submission.*

CONFERENCE PRESENTATIONS

Examining the Role of Gender and Ethnic Diversity in Consumer Returns

- 2024 Purdue Operations Conference, West Lafayette, Indiana Aug 2024
- Doctoral Consortium, Advances in Business Doctoral Education, Kennesaw, Georgia May 2024
- * POMS Annual Meeting, Minneapolis, Minnesota Apr 2024
- DSI Annual Conference, Atlanta, Georgia Nov 2023

The Impact of Return Logistics on Customer Repurchase: A Service Co-Production Perspective

- POMS Annual Meeting, Orlando, Florida May 2023

* presented by co-authors

WORKSHOPS

- FutureBAProf, Iowa City, Iowa Aug 2023

TEACHING INTERESTS

Business Analytics, Applied Statistics for Business, Quantitative Methods, Business Ethnics and Data Analytics, Programming for Data Analytics, Data Visualization

TEACHING EXPERIENCE

University of Tennessee Aug 2021 - Present

Teaching Assistant

MSBA Core:

· BZAN535 Statistical Methods for Business Fall 2023, Fall 2022

· BZAN540 Applied Regression Analysis for Business Winter 2024, Winter 2023, Fall 2021

MSBA Elective:

· BZAN546 Simulation Modeling Spring 2024, Spring 2023

· BZAN548 Time Series Forecasting Spring 2023

· BZAN552 Multivariate and Data Mining Techniques Spring 2022

· STAT578 Categorical Data Analysis Spring 2024, Spring 2023, Spring 2022

UG Core:

· BAS 320 Regression Modeling Summer 2024

HONORS AND AWARDS

2024 Advanced Supply Chain Collaborative Ph.D. Student Award (\$1500) May 2024

Travel Stipend for Conference on Advances in Business Doctoral Education (\$1000) May 2024

Haslam Award (\$2500) Fall 2022 - Spring 2024

Graduate School Fellowship, University of Tennessee, Knoxville (\$2500) Fall 2021 - Spring 2024

Graduate Student Senate Travel Awards Spring 2023 - Fall 2023

Statistics Excellence Fund (\$2500) Fall 2021

SKILLS

Programming: R, SAS, Python, SQL, Stata, MATLAB, C

Tools: JMP, Tableau, LaTeX

Languages: Chinese (native), English (fluent), Spanish (basic)

Certificate: SAS Certified Base Programmer

Last updated: June, 2024