

Liping Liang

Professor

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EDUCATION

Ph.D. (Business Administration), The University of British Columbia, Canada, 2010.

M.Sc. (Business Administration), The University of British Columbia, Canada, 2004.

B.Sc. (Applied Mathematics), South China University of Technology, China, 1993.

WORK EXPERIENCE

Faculty of Business, Lingnan University, Hong Kong

Professor	Aug. 2021 – present
Associate Professor	Aug. 2015 – Aug. 2021
Assistant Professor	Jan. 2010 – Aug. 2015

Sauder School of Business, The University of British Columbia, Canada

Project Advisor, Centre for Operations Excellence	Mar. 2009 – Dec. 2009
Supervised three consulting projects on healthcare operations for public and private healthcare service providers in Canada.	
Project Analyst, Centre for Operations Excellence	May 2003 – Oct. 2003
Managed and conducted two consulting projects on service operations for the Canadian Air Transport Security Authority and Vancouver International Airport Authority.	

China Telecom Guangzhou Branch, Guangzhou, China

Computer & Telecommunications Engineer	Jul. 1993 – Jul. 2001
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ADMINISTRATIVE POSITIONS AND EXPERIENCE

Lingnan University, Hong Kong

Director	Aug. 2020 – present
Hong Kong Institute of Business Studies	
Associate Director	Aug. 2019 – Aug. 2020
Hong Kong Institute of Business Studies	
Director	May 2020 – Aug. 2021
Lingnan University – South China University of Technology Joint Research Centre for Management and Decision Sciences (Proposed and established the centre.)	

Curriculum Vitae

Director DBA in Global Digital Economy and Governance Programme	Aug. 2021 – Aug. 2022
Associate Director DBA in Global Digital Economy and Governance Programme	Jan. 2021 – Aug. 2021
Chairperson Program Planning Committee, DBA in Global Digital Economy and Governance Programme (Planned and developed the first DBA programme of the University for launch in AY 2021-22. The programme is a collaboration between Lingnan University and Tsinghua University.)	Mar. 2020 – Dec. 2020
Associate Director Master of Science in eBusiness and Supply Chain Management Programme (Assisted the Program Director with the development, promotion, and launch of the new programme in AY 2016-17.)	Aug. 2015 – Aug. 2016

AWARDS AND PRIZES

- Research & Knowledge Transfer Fund Award, Lingnan University, Hong Kong, 2022.
- Research Excellence Award, Lingnan University, Hong Kong, 2014.
- Certificate of Merit for Teaching Excellence, Lingnan University, Hong Kong, 2014.
- The Canadian Operational Research Society (CORS) Practice Prize – Second Prize, “Patient Choice Analysis and Demand Prediction for a Health Care Diagnostic Company,” 2013.
- The CORS Practice Prize – Second Prize, “Traumatic Spinal Cord Injuries: Modeling the Care Journey from Accident to Post-Discharge,” 2012.
- Award for Progress in Science and Technology, China Telecom Guangzhou Branch, China, 2000 and 2001.

RESEARCH

Research Interests

Operations and Supply Chain Management, Operations-Marketing Interface, Incentive Mechanism Design, Data Analytics, and AI Applications in Operations.

Research Grants

- Hong Kong RGC General Research Fund, “Introducing New Products via Online Social Media Influencers,” Principal Investigator, Jan 2022 – Dec 2023.
- Hong Kong RGC Research Matching Grant Scheme (RMGS), “Towards Sustainable Development in Hong Kong: Current Status and Best Practices in Business Operations,” Principal Investigator, April 2022 – March 2023.
- Hong Kong RGC Theme-based Research Scheme, “Delivering 21st Century Healthcare in Hong Kong – Building a Quality-and-Efficiency Driven System,” Co-investigator, 2014 – 2019.

Curriculum Vitae

- Hong Kong RGC General Research Fund, “Setting Targets to Motivate Performance? Analysis of Multi-target Sales-force Incentive Schemes,” Principal Investigator, 2015 – 2016.
- Hong Kong RGC Early Career Scheme, “Performance-Based Competition Mechanisms with Allocation of Demand,” Principal Investigator, 2013 – 2015.

Refereed Journal Publications

1. Li, Z. & Liang, L. (2025). Regulating False Claims in Influencer Marketing. *European Journal of Operational Research*, forthcoming.
2. Zhang, J., Chiu, B., Ji, J. Y., Liang, L., Zhang, J., & Kwong, S. (2025). Region Division and Merging-Based Multiobjective Optimization for Multimodal Problems. *IEEE Transactions on Consumer Electronics*, forthcoming.
3. Li, A., Liang, L., Qi, S., & Xia, T. (2025). Stimulus payments, economic outlook, and retail consumption behavior. *Applied Economics Letters*, forthcoming.
4. Li, Z. & Liang, L. (2025). Introducing new products via social media influencers: Pricing and commission strategies. *Naval Research Logistics*, 72(6), 843-857.
5. Wang, P., Shao, J., Liang, L., & Tang, Y. (2025). Multi-channel retailing and consumers' environmental consciousness. *Annals of Operations Research*, 345, 467-515.
6. Jiang, W., Wang, X., Liang, L., Leng, M., & Fang, X. (2024). ESG ratings as a strategic imperative: Unraveling their influence on corporate financial performance in China. *Journal of the Knowledge Economy*, 16(2), 9313-9337.
7. Dong, Z., Liang, L., Liu, N., & Leng, M. (2024). Penetrating a market with local-content and pricing decisions: Implications for a multinational firm in the competition with a local firm. *Naval Research Logistics*, 71(3), 477-495.
8. Gao, Y., Leng, M., Zhang, Y., & Liang, L. (2022). Incentivizing the adoption of electric vehicles in city logistics: Pricing, driving range, and usage decisions under time window policies. *International Journal of Production Economics*, 245: 108406.
9. Leng, M., Luo, C., & Liang, L. (2021). Multiplayer allocations in the presence of diminishing marginal contributions: Cooperative game analysis and applications in management science. *Management Science*, 67(5): 2891-2903.
10. Liang, L. & Atkins, D. (2021). Rewarding suppliers' performance via allocation of business. *Manufacturing & Service Operations Management*, 23(2): 331-345.
11. Wang, C., Leng, M., & Liang, L. (2018). Choosing an online retail channel for a manufacturer: Direct sales or consignment?. *International Journal of Production Economics*, 195, 338-358.
12. Wang, K., Tsui, K. W. H., Liang, L., & Fu, X. (2017). Entry patterns of low-cost carriers in Hong Kong and implications to the regional market. *Journal of Air Transport Management*, 64, 101-112.
13. Leng, M., Li, Z., & Liang, L. (2016). Implications for the role of retailers in quality assurance. *Production and Operations Management*, 25(5), 779-790.
14. Zhang, Y., Liang, L., Liu, E., Chen, C., & Atkins, D. (2016). Patient choice analysis and demand prediction for a health care diagnostics company. *European Journal of Operational*

Curriculum Vitae

Research, 251(1), 198-205.

15. Chan, K. H., Leng, M., & Liang, L. (2014). Impact of tax reduction policies on consumer purchase of new automobiles: An analytical investigation with real data-based experiments. *Naval Research Logistics*, 61(8), 577-598.
16. Huang, J., Leng, M., Liang, L., & Luo, C. (2014). Qualifying for a government's scrappage program to stimulate consumers' trade-in transactions? Analysis of an automobile supply chain involving a manufacturer and a retailer. *European Journal of Operational Research*, 239(2), 363-376.
17. Luo, C., Leng, M., Huang, J., & Liang, L. (2014). Supply chain analysis under a price-discount incentive scheme for electric vehicles. *European Journal of Operational Research*, 235(1), 329-333.
18. Liang, L. & Atkins, D. (2013). Designing service level agreements for inventory management. *Production and Operations Management*, 22(5): 1103-1117.
19. Huang, J., Leng, M., Liang, L., & Liu, J. (2013). Promoting electric automobiles: Supply chain analysis under a government's subsidy incentive scheme. *IIE Transactions*, 45(8), 826-844.
20. Song, J., & Liang, L. (2013). Dynamic inventory control game for perishable products with concurrent probabilistic demands from two-fare classes. *International Journal of Inventory Research*, 2(1-2), 82-107.
21. Santos, A., Gurling, J., Dvorak, M. F., Noonan, V. K., Fehlings, M. G., Burns, A. S., Lewis, R., Soril, L., Fallah, N., Street, J. T., Belanger, L., Townson, A., Liang, L., & Atkins, D. (2013). Modeling the patient journey from injury to community reintegration for persons with acute traumatic spinal cord injury in a Canadian centre. *PLOS ONE*, 8(8), e72552.
22. Huang, J., Leng, M., & Liang, L. (2012). Recent developments in dynamic advertising research. *European Journal of Operational Research*, 220(3), 591-609.
23. Atkins, D. & Liang, L. (2010). A note on competitive supply chains with generalised supply costs. *European Journal of Operational Research*, 207(3): 1316-1320.

Book

Liang, L. (2010). *Staffing Level Analysis for a Product Inspection Process: Applying Simulation Techniques and Queuing Theory to a Real World Problem*, LAP Lambert Academic Publishing.

Book Chapter

Huang, J., Leng, M., & Liang, L. (2011). Competition and coordination in a fashion supply chain with wholesale pricing schemes. *Fashion Supply Chain Management: Industry and Business Analysis*, T. Choi (ed.), IGI Global, pp. 42-73.

Refereed Conference Publication

Liang, L., Xiao, G., & Ye, H. (2017). "Capacity allocation in a service system: Parametric and data-driven approaches." HCI International 2017, Vancouver, Canada. Proceedings, pp. 295-307, Springer-Verlag GmbH and Co. KG.

Curriculum Vitae

Patent

- “Intelligent Logistics Dispatch Control Device and Method for Supply Chains”, Guo Yanlong; Leng Mingming; Liang Liping. Patent No.: ZL 2023109909146. Granted by The China National Intellectual Property Administration, August 26, 2025.
- “Method and System for Heat Pipe-Constrained Component Layout of Satellite Payload Bay”, Ji Jingyu; Gui Chengqi; Zhang Jinxin; Liang Liping. Patent No.: ZL 2024115964893. Granted by The China National Intellectual Property Administration, March 7, 2025.

TEACHING

Teaching Interests

Operations Management; Supply Chain Management; Management Science; Service Operations Management; Spreadsheet-based Decision Making; eCommerce; Statistics in Business.

Courses Taught

Faculty of Business, Lingnan University, Hong Kong: 2010 – present

Undergraduate Courses:

- Quantitative Decision Making
- Spreadsheet-Based Decision Making
- Operations Management
- Management Science

Postgraduate Courses:

- Best Practices in eBusiness and Supply Chain Management
- Business Decision Making with Software
- Sustainable Supply Chain Management

Sauder School of Business, The University of British Columbia, Canada: 2007 - 2008

- Application of Statistics in Business (undergraduate course)

Shanghai International Studies University, China: 2014 - 2015

- Operations Management (MBA course)

SERVICE IN THE PROFESSION

Journal Reviewer

Annals of Operations Research, Decision Sciences, European Journal of Operational Research
International Journal of Production Economics, Journal of Retailing, Journal of the Operational Research Society, Manufacturing & Service Operations Management, Naval Research Logistics, Omega, Production and Operations Management, Transportation Research Part E

Research Grant Reviewer

Member, Business Studies Panel, Research Grants Council, Hong Kong (Mar. 2025 – Jan. 2028)