

CURRICULUM VITAE

1. **NAME:** Hubert Pun

RANK: Associate Professor (with tenure)

2. **EDUCATION:**

2005 – 2010 Ph.D. in Operations Management & Decision Sciences
Indiana University; Bloomington, IN, USA

1999 – 2001 M.Eng. in Computer Engineering
Simon Fraser University; Vancouver, BC, Canada

1993 – 1998 B.ASc. in Engineering Physics
University of British Columbia; Vancouver, BC, Canada

3. **EMPLOYMENT HISTORY:**

2018 – Present Associate Professor (with tenure)
Ivey Business School; Western University

2010 – 2018 Assistant Professor
Ivey Business School; Western University

4. **HONORS AND AWARDS:**

2022 Ivey: Research Merit awards (top 10% Ivey faculties)

2022 Western University Faculty Scholar

2021 Ivey: Research Merit awards (top 10% Ivey faculties)

2020 Ivey: Research Merit awards (top 10% Ivey faculties)

2019 Ivey: Research Merit awards (top 10% Ivey faculties)

2017 Ivey: Dean's teaching commendation letters (top 10% Ivey faculties)

2016 University Students' Council (USC) teaching honor roll

2016 Ivey: Dean's teaching commendation letters (top 10% Ivey faculties)

5. **PUBLICATIONS:** (* indicates student)

Articles in Peer-Reviewed Journals

[J34] Ribbink, D., T. Yan, **H. Pun**. Revenue sharing bids of a loss-averse supplier: A multi-method investigation of a new product development contract. *International Journal of Operations & Production Management*.

[J33] Chen, J., **H. Pun**, Q. Zhang. 2022. Eliminate demand information disadvantage in a supplier encroachment supply chain with information acquisition. *European Journal of Operational Research*.

- [J32] **Pun, H.**, P. Hou. 2022. Combating copycatting from emerging market suppliers in global supply chains. *Production and Operations Management*.
- [J31] Kashef, R., **H. Pun**. Predicting “1-CrossSold” products using connected components: A clustering-based recommendation system. *Electronic Commerce Research and Applications*.
- [J30] Yuan, M.*, **H. Pun**, X. Guan. 2022. Information disclosure in a supply chain with copycat threat. *European Journal of Operational Research*.
- [J29] Raz, G., C. Druehl, **H. Pun**. 2021. Co-development versus outsourcing: Who should innovate in supply chains. *IEEE Transactions on Engineering Management*.
- [J28] Hou, P.*, **H. Pun**, B. Li. 2021. To collaborate or not: Product upgrading strategy in a competitive duopoly market. *IEEE Transactions on Systems, Man and Cybernetics: Systems*.
- [J27] Ovchinnikov, A., **H. Pun**, G. Raz. 2021. The impact of inventory risk on market prices and profits. *Decision Science*.
- [J26] **Pun, H.**, J. Swaminathan, P. Hou*. 2021. Blockchain adoption for combating deceptive counterfeits. *Production and Operations Management*.
- [J25] Ghamat, S.*, G. Zaric., **H. Pun**. 2020. Care-coordination: Gain-sharing agreements in bundled payment models. *Production and Operations Management*.
- [J24] Ghamat, S., **H. Pun**, G. Critchley*, P. Hou*. Using intellectual property agreements in the presence of supplier and third-party copycatting. *European Journal of Operational Research*.
- [J23] Hou, P.*, Z. Zhen*, **H. Pun**. 2020. Combating copycat in the luxury market with fighter brands. *Transportation Research Part E: Logistics and Transportation Review* 140 102009.
- [J22] Wu, C., Y. Zhang*, **H. Pun**, C. Lin*. 2020. Partner selection criteria construction in sustainable supply chains: A systematic optimization model. *Expert Systems with Applications* 158 113643.
- [J21] **Pun, H.**, J. Chen, W. Li.* 2020. Channel strategy for manufacturers in the presence of service freeriders. *European Journal of Operational Research* 287 (2) 460-479.
- [J20] DeYong, G., **H. Pun**. C. Lucy. 2019. Copycats: Where fashion and pharmaceuticals meet. *The European Business Review*, May/June.
- [J19] Chen, J., **H. Pun**, W. Li.* 2018. Using online channel to defer the launch of discount retailing store. *Transportation Research Part E: Logistics and Transportation Review* 120 (2018) 96-115.
- [J18] Sun, H.*, **H. Pun**, G. Zaric. 2018. Value or volume? A comparison of two risk sharing approaches. *The 2018 Decision Sciences Institute Annual Meeting proceedings*.

- [J17] Chen, JY., S. Dimitrov, **H. Pun**. 2018. The impact of government subsidy on supply chain's sustainability innovation. *OMEGA – The International Journal of Management Science* 86 (2019) 42-58.
- [J16] Yan, T., D. Ribbink, **H. Pun**. 2018. Incentivizing supplier involvement in buyer innovation: Experimental evidence of non-optimal contractual design. *Journal of Operations Management* 57 (2018) 36–53.
- [J15] Ghamat, S.*, **H. Pun**, X. Yan. 2018. Optimal outsourcing strategies when capacity is limited. *Decision Science* 49(5) 958-990.
- [J14] Ghamat, S.*, G. Zaric., **H. Pun**. 2018. Payment contracts to promote use of optional diagnostic tests in cancer treatment. *Production and Operations Management* 27(12) 2184-2200.
- [J13] Chen, S.F., **H. Pun**., L. Wang*. 2017. A pricing-error rule on share distribution in equity joint ventures: The Bayesian approach. *Managerial and Decision Economics* 2017:1-13.
- [J12] **Pun, H.**, G. DeYong. 2017. Competing with copycats when customers are strategic. *Manufacturing & Service Operations Management* 19(3):403-418.
- [J11] Begen, M., **H. Pun**, X. Yan. 2016. Supply and demand uncertainty reduction efforts and cost comparison. *International Journal of Production Economics* 180 125–134.
- [J10] **Pun, H.**, S. Ghamat*. 2016. The value of partnership under competition: When competitors may be R&D joint-venture and supply-chain partners for a critical component. *International Journal of Production Economics* 177 1-11.
- [J9] DeYong, G., **H. Pun**. 2015. Is dishonesty the best policy? Supplier behavior in a multi-tier supply chain. *International Journal of Production Economics* 170 1–13.
- [J8] **Pun, H.** 2015. The more the better? Optimal degree of supply-chain cooperation between competitors. *Journal of the Operational Research Society* 66(12) 2092-2101
- [J7] **Pun, H.**, H.S. Heese. 2015. A note on budget allocation for market research and advertising. *International Journal of Production Economics* 166 85-89.
- [J6] **Pun, H.**, H.S. Heese. 2015. Controlling a supplier's subcontracting decisions through contractual enforcement or economic incentives. *International Journal of Production Research* 53(1) 127-140.
- [J5] **Pun, H.** 2014. Supplier selection of a critical component when the production process can be improved, *International Journal of Production Economics* 154 127-135.
- [J4] **Pun, H.**, H.S. Heese. 2014. Outsourcing to suppliers with unknown capabilities. *European Journal of Operational Research* 234(1) 108–118.
- [J3] **Pun, H.** 2013. Channel structure design for complementary products under a co-opetitive environment. *Decision Sciences* 44(4) 785–796.

- [J2] Bretthauer, K., H.S. Heese, **H. Pun**, E. Coe. 2011. Blocking in healthcare operations: A new heuristic and an application. *Production and Operations Management* 20(3) 375-391.
- [J1] **Pun, H.**, H.S. Heese. 2010. The value of losing control: Competition in markets for complements. *Naval Research Logistics* 57(2) 188-210.

6. **RESEARCH FUNDING:**

Social Sciences and Humanities Research Council (SSHRC) Insight Development Grants. Combating counterfeiting products, \$57,475 for 2022. Principal investigator.

Social Sciences and Humanities Research Council (SSHRC) Insight Grant (No. 435-2022-0271), Understanding blockchain business application, \$126,000 for 2022. Principal investigator.

National Natural Science Foundation of China (No. 71872155), Research on the decision-making model for partner selection in sustainable supply chain: A triple bottom line perspective, 480,000RMB for 2019-2022. Co-investigator.

Ivey Business School, Revenue sharing in innovation outsourcing triad: An experimental study, \$3,400 awarded for 2015-2016. Principal investigator.

Ivey Business School, Incentivizing supplier involvement in buyer innovation: Experimental evidence of non-optimal contractual design, \$2,400 for 2015-2016. Principal investigator.

Ivey Business School, Startup Research Fund, \$12,000 for 2012-2018.

Ivey Business School, Startup Research Fund, \$4,000 for 2010-2012.

7. **TEACHING:**

Courses Taught¹

BUS9551 – Competing with Analytics (EMBA), 4 sections from 2021-2022.

BUS9973 – Financial Analytics (MMA), 1 section in 2022.

BUS9039 – Competing with Analytics (MSc), 1 section in 2019, teaching evaluation is 6.8.

BUS9882 – Healthcare Operations Supply Chain Seminar (Ph.D.), 1 section in 2019, no teaching evaluation.

BUS9872 – Supply Chain Seminar (Ph.D.), 2 sections from 2017 to 2018, no teaching evaluation.

BUS9053 – Financial Analytics (MSc), 2 sections from 2017 to 2018, average evaluation is 6.70.

BUS9443 – Financial Analytics (MBA), 5 sections from 2015 to 2022, average evaluation is 6.33.

BUS4486 – Financial Analytics (undergrad), 9 sections from 2010 to 2017, average evaluation is 6.24.

¹ All evaluations are out of 7.

BUS3316 – Decision Making with Analytics (undergrad), 12 sections from 2010 to 2015, average evaluation is 6.00.

Graduate Students Supervision

Salar Ghamat (Ph.D., Management Science) – Co-supervise with Professor Greg Zaric; graduated in 2017.

Hongmei Sun (Ph.D., Management Science) – Co-supervise with Professor Greg Zaric; graduated in 2020.

Hamid Elahi (Ph.D., Management Science); graduated in 2022.

Shobeir Amirnequiee (Ph.D., Management Science) – Co-supervise with Professor Joe Naoum-Sawaya

Yongqin Lei (Ph.D., Management Science) – Co-supervise with Professor Fredrik Odegaard

Xiaoxue Zhang (Ph.D., Management Science) – Co-supervise with Professor Bissan Ghaddar

Teaching Materials Development – Cases and Teaching Notes

[C29] Li, W., J. Chen, **H. Pun**, J. Tian. 2022. Alibaba: Launching a direct online retail model. *Ivey Publishing* W28625 and W28626.

[C28] **Pun, H.**, T. Yan, H. Elahi, L. Sisk, K. Plegue, B. LeAnnais, J. Preslar, A. Domzalski, J. Glanton, G. Smith II, H. Alwahabi. 2022. General Motors: Full-size truck seat supply chain. *Ivey Publishing* W28586 and W28587.

[C27] Zhu, Y., J. Chen, **H. Pun**. 2022. Suning: Managing the challenges of expansion. *Ivey Publishing* W27154 and W27155.

[C26] Liang, J., **H. Pun**, T. Wang, R. Wang. 2022. The Tencent Lexiang forum: From employee voice to continuous innovation. *Ivey Publishing* W26112 and W26113.

[C25] Li, W., J. Tian, J. Liang, J. Chen, **H. Pun**. 2022. Kuaishou: Developing a livestreaming e-commerce business. *Ivey Publishing* W26400 and W26401.

[C24] Charm, T., **H. Pun**. 2021. HSBC: Embracing open innovation for SMEs. *Ivey Publishing* W25605 and W25606.

[C23] **Pun, H.**, H. Elahi. 2021. Cailyn Isaac: Cryptocurrencies and Moving Average Strategy. *Ivey Publishing* 9B21E011w and 8B21E011w.

[C22] **Pun, H.**, J. Liang, J. Chen, R. Wang, H. Li. 2020. TCLK: Blockchain-powered information platform. *Ivey Publishing* 9B20M159w and 8B20M159w.

[C21] Han, J., **H. Pun**, W. Wang, H. Wei, Z. Zhou. 2020. BYD: Blockchain-enabled green ecosystem. *Ivey Publishing* 9B20M144w and 8B20M144w.

[C20] Liao, Y., J. Chen, **H. Pun**, J. Li. 2020. Iloof: Expanding from online to offline channels. *Ivey Publishing* 9B20D014w and 8B20D014w.

- [C19] Yan, T., **H. Pun**, M. Srock, J. Preslar, K. Plegue, J. Meldrum. 2020. General Motor: Electrification capacity constraints. *Ivey Publishing* 9B20D007w and 8B20D007w.
- [C18] Poon, K., J. Chen, J. Liang, **H. Pun**, H. Li. 2020. A note on the application of blockchain in China's games industry: Coco game currency. *Ivey Publishing* 9B20M071w and 8B20M071w.
- [C17] Yan, N., J. Chen, **H. Pun**, Y. Lei. 2020. JD: E-invoice with blockchain. *Ivey Publishing* 9B20M047w and 8B20M047w.
- [C16] Poon, K., J. Chen, J. Liang, **H. Pun**. 2020. Chow Tai Fook: Blockchain for the diamond industry. *Ivey Publishing* 9B20M033w and 8B20M033w.
- [C15] Wu, C., **H. Pun**, X. Zhu. 2019. The Eastern Lotus Bank, Xiamen: Service operations management. *Ivey Publishing* 9B19D015w and 8B19D015w.
- [C14] Chen, J., **H. Pun**. 2018. Focus brand management: Jiangzhong hou gu (mushroom) biscuits. *Ivey Publishing* 9B18A011w and 8B18A011w.
- [C13] **Pun, H.** 2018. Improving the Toronto Maple Leafs: A winning formula. *Ivey Publishing* 9B18E005w and 8B18E005w.
- [C12] Liang, J., **H. Pun**, J. Chen. 2017. YangtzeKiang Garment Group Company: Challenges and opportunities in transformation case. *Ivey Publishing* 9B18D001 and 8B18D001w.
- [C11] Wu, C., **H. Pun**. 2017. Colin Co.: New product development. *Ivey Publishing* 9B17D024w and 8B17D024w.
- [C10] Liang, J., **H. Pun**, J. Chen. 2017. Paper Stone: Building a bakery industry luxury brand. *Ivey Publishing* 9B17M094w and 8B17M094w.
- [C9] Srock, M., J. Preslar, K. Plegue, J. Meldrum, T. Yan, and **H. Pun**. 2017. General Motors: Supplier selection for innovation. *Ivey Publishing* 9B17D006w and 8B17D006w.
- [C8] **Pun, H.** 2016. Transfer value of soccer players. *Ivey Publishing* 9B16E030w and 8B16E030.
- [C7] Sun, H., **H. Pun**. 2016. Lucas Wang: Stop-loss strategy. *Ivey Publishing* 9B16E023w and 8B16E023.
- [C6] Ghamat, S., **H. Pun**. 2016. Estimating Cisco's future cash flows. *Ivey Publishing* 9B16E022w and 8B16E022.
- [C5] **Pun, H.** 2015. Kevin Bertolini: Stop-loss strategy. *Ivey Publishing* 9B15E012w and 8B15E012.
- [C4] **Pun, H.** 2015. Chris Lee's investment plan. *Ivey Publishing* 9B15E007w and 8B15E007.
- [C3] **Pun, H.** 2015. Kevin Bertolini: Moving average trading strategy. *Ivey Publishing* 9B15E006w and 8B15E006.
- [C2] Wu, C., **H. Pun**, G. Zaric, D. Chen. 2015. C&D Hotel, Xiamen. *Ivey Publishing* 9B15D002w and 8B15D002.

[C1] **Pun, H.** 2015. Julia Reka: Analyzing put options. *Ivey Publishing* 9B15E001w and 8B15E001.

8. **OTHER SCHOLARLY AND PROFESSIONAL ACTIVITIES:**

- Senior editor for *Production and Operations Management* (2022 – Present)
- Guest editor for a special issue at the *International Journal of Production Research* on the topic of “Service-oriented Manufacturing Supply Chain Management in Industry 4.0” (2021 – 2022)
- Associate editor for *International Journal of Production Research* (2017 – Present)
- Principal guest editor for a special issue at the *International Journal of Production Research* on the topic of “New consideration of pricing in supply chain” (2017 – 2018)
- Editorial review board for *Production and Operations Management* (2018 – Present)
- Ad hoc reviewer for *Management Science, Manufacturing & Service Operations Management, Production and Operations Management, European Journal of Operational Research, Decision Sciences* (2010 – Present)

9. **UNIVERSITY ADMINISTRATIVE DUTIES:**

- Ph.D. program director (2022 – Present)
- Faculty representative at executive committee for the Ivey Business School (2021 – Present)
- Area group coordinator for the Management Science area group (2020 – 2021)
- Ph.D. coordinator for the Management Science area group (2013 – 2018)
- Brownbag coordinator for the Management Science area group (2016 – 2017)
- Teaching coordinator for the Management Science area group (2017 – 2018)
- Mentor for Management Science faculty (2015 – 2017)
- Hiring committee for the Management Science area group (2015 – 2017, 2020)
- Ivey research seminar coordinator for the Management Science area group (2016 – 2017)

10. **MEDIA COVERAGE**

- [5] Feature research at *World Trademark Review*, “It’s not a silver bullet – there are trade-offs”: New perspectives on the use of blockchain against counterfeiters, T. Au, August 24, 2018.
- [4] Feature research at *Globe and Mail*, High-end companies the most vulnerable to counterfeiters, D. Hansen, August 10, 2017.
- [3] Feature research at *Engineering.com*, What should we do about copycat manufacturing? I. Wright, June 29, 2017.

- [2] Interviewed with *Globe and Mail*, Plant shutdown sends small production firms scrambling, A. Elash, April 27, 2011.
- [1] Interviewed with *Globe and Mail*, The perils of putting your eggs in one basket, A. Elash, April 27, 2011.