

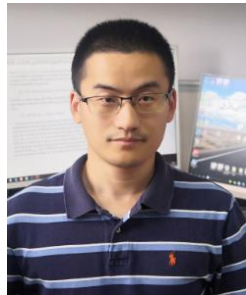
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When Platform Exploits the Advantage in Supply Chain: Change of Structure and Efficient Scheduling

**Abstract:** The development of digital technology, such as data mining and analysis techniques, has enabled e-commerce platforms to use the data generated in their ecosystems and forecast the online demand more accurately. By sharing the forecast information, platforms help their partners reduce the demand uncertainty. To examine the effects of the shared information, this talk discusses a two-echelon supply chain and investigates the relations between the forecast information and firms' channel strategies. Some managerial insights are provided for the OEM, brand store, and platform to capture the value of forecast information. Furthermore, some novel supply chain scheduling problems are introduced based on the changes.

BIO:



Jun Pei serves as Professor in School of Management, Hefei University of Technology, China. His research interests cover production scheduling, business analytics, industrial internet, and optimization in smart manufacturing. His research has appeared in premier academic journals, such as *Production and Operations Management*, *INFORMS Journal on Computing*, *Omega* and *European Journal of Operational Research*. He also serves as Co-Editor-in-Chief for *Energy Systems*, Associate Editor for *Journal of Global Optimization*, *Journal of Combinatorial Optimization*, *Optimization Letters*, *Computational Social Networks*, and *SN Operations Research Forum*, and Lead Guest Editor for *Annals of Operations Research*.