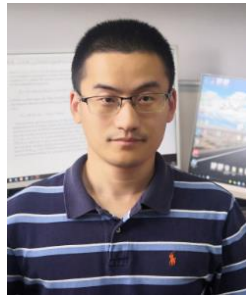


Jun Pei
Hefei University of Technology, China
Creative Operation Management and Coordinated Efficient Scheduling based on the
Platform

Abstract: The sharing economy has developed rapidly in recent years using both business-to-customer (B2C) and customer-to-customer (C2C) models. This has exerted a profound impact on incumbent firms that follow a traditional sales model. Although the effects of B2C or C2C sharing in certain scenarios have been studied by prior literature, the effect of external B2C sharing has not been considered. The possible distinction between the two sharing effects as well as incumbent firms' decisions on the sales and sharing models under the internal and external environments have not been addressed. In this talk, the effects of B2C and C2C sharing are compared in an internal sharing scenario where an incumbent firm can extend into the sharing business, and an external sharing scenario is considered where an independent entrant firm can provide B2C or C2C sharing and strategically set price. Furthermore, this talk will also introduce some novel scheduling problems based on the platform in these scenarios.

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.