

# Ying Yin

+31-0683848917 ✉ [y.yin@liacs.leidenuniv.nl](mailto:y.yin@liacs.leidenuniv.nl) ✉ [y.yin@rsm.nl](mailto:y.yin@rsm.nl) [LinkedIn](#) [Personal site](#)

## ACADEMIC PROFILE

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Ying Yin's research lies at the intersection of platform operations, strategic capacity planning, and behavioral decision-making, with applications to sharing/gig economy platform operations. She applies analytical modeling, dynamic programming, and behavioral experiments to study coordination and planning problems under uncertainty.

## EDUCATION

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<i>Leiden University, Leiden Institute of Advanced Computer Science</i> <i>PhD Candidate in Operations Management (Expected 2026)</i> <ul style="list-style-type: none"><li>• <b>Dissertation:</b> Strategic Capacity Planning in New Forms of Economies</li><li>• <b>Supervisors:</b> Prof. dr. S. Jong Kon Chin, Prof. dr. R. A. Zuidwijk, Dr. Xishu Li</li></ul>	Dec 2020-Present <i>Leiden, The Netherlands</i>
<i>Rotterdam School of Management, Erasmus University Rotterdam</i> <i>Postdoctoral Researcher, Technology &amp; Operations Management</i> <ul style="list-style-type: none"><li>• <b>Funded Project:</b> AI applications in container pick up at terminals (Catalyzer Project)</li></ul>	Dec 2025-Present <i>Rotterdam, The Netherlands</i>
<i>Beijing Institute of Technology</i> <i>MSc in Management Science and Engineering</i>	Aug 2018-Jul 2020 <i>Beijing, China</i>
<i>Nanchang University</i> <i>BSc in E-Commerce, summa cum laude</i>	Sep 2014-Jun 2018 <i>Nanchang, China</i>

## RESEARCH

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### Selected Journal Publications

1. Yin, Y., & Li, X. (2026). Trust and fairness in platform-supplier contracts: Navigating supplier concerns in the sharing economy. *Decision Sciences*.
2. Jiao, Z., Yin, Y., Ran, L., & Gao, Z. (2022). Integrating vehicle-to-grid contract design with power dispatching optimisation: managerial insights and carbon footprints mitigation. *International Journal of Production Research*, 60(17), 5354–5379.
3. Li, X., Yin, Y., Manrique, D. V., & Bäck, T. (2021). Lifecycle forecast for consumer technology products with limited sales data. *International Journal of Production Economics*, 239, 108206.

### Working Papers

1. Yin, Y., Li, X., & Zuidwijk, R. Optimizing Workforce Dynamics in Gig Platforms: The Role of Forecast Sharing and Trust
2. Yin, Y., Doen, C., Zuidwijk, R., & van Dalen, J. AI-Supported Container Pickup Planning: Effects of AI Service Levels on Coordination and Efficiency
3. Li, X., Yin, Y. (2026) Learning by Playing: Teaching Platform Contracting through Interactive Simulations (*Submitted to Decision Sciences Journal of Innovative Education*)

## TEACHING EXPERIENCE

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- Teaching Assistant - AI for Strategy (MSc)
- University Supervisor - MSc Internship Program
- Teaching Assistant - Managerial Economics (BSc)

## CONFERENCE PRESENTATIONS

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- INFORMS Conference on Service Science, Oxford, The UK, 2025
- POMS-HK International Conference (Session Chair), Hong Kong, China, 2025
- European Working Group on Behavioural OR, Delft, The Netherlands, 2023
- International Workshop on the Sharing Economy, Vienna, Austria, 2023
- POMS Annual Conference, Online, 2021