

Ying Liao, Ph.D.

Associate Professor
College of Business
East Carolina University
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Education

- Ph.D. in Manufacturing Management, University of Toledo (2006)
- MS in Manufacturing Engineering, University of Toledo (2000)
- BS in Mechanical Engineering, Tsinghua University, Beijing, China (1994)

Professional Experience

- 08/17 – present Associate Professor East Carolina University
- 08/13 – 07/17 Tenured Associate Professor Meredith College
- 01/15 – 05/15 Visiting Professor (Sabbatical) University of Richmond
- 08/06 – 07/13 Tenure-track Assistant Professor Meredith College

Refereed Journal Articles

1. Liao, Y. and Marsillac, E. (2015) "External knowledge acquisition and innovation: the role of supply chain network-oriented flexibility and organizational awareness," *International Journal of Production Research*, Vol. 53, No. 18, pp. 5437-5455.
2. Liao, Y. and Barnes, J. (2015) "Knowledge Acquisition and Product Innovation Flexibility in SMEs," *Business Process Management Journal*, Vol. 21 No. 6, pp. 1257-1278.
3. Barnes, J. and Liao, Y. (2012). "The Effect of Individual, Network, and Collaborative Competencies on the Supply Chain Management System," *International Journal of Production Economics*, Vol. 140, pp. 888-899.
4. Liao, Y., Liao, K., Tu, Q., and Vonderembse, M. (2011). "A Mechanism for External Competence Transfer to Improve Manufacturing System Capabilities and Market Performance," *International Journal of Production Economics*, Vol. 132, pp. 68-78.
5. Liao, K., Marsillac, E., Johnson, E., and Liao, Y. (2011). "Global Supply Chain Adaptations to Improve Financial Performance: Supply Base Establishment and Logistics Integration," *Journal of Manufacturing Technology Management*, Vol. 22 No. 2, pp. 204-222.
6. Liao, Y., Hong, P. and Rao, S. (2010). "Supply Management, Supply Flexibility, and Performance Outcomes: An Empirical Investigation of Manufacturing Firms," *Journal of Supply Chain Management*, Vol. 46 No. 3. pp. 6-22.

7. Liao, Y., Liao, K., and Hutchinson, R., A (2010). "A Conceptual Framework for Prototyping Outsourcing in New Product Development", *Journal of Manufacturing Technology Management*, Vol. 21 No. 1, pp. 122-138.
8. Mantel, S.P., Tatikonda, M., and Liao, Y. (2006). A Behavioral Study of Supply Manager Decision-making: Factors Influencing Make vs. Buy Evaluation, *Journal of Operations Management*, Vol. 24 No. 6. pp. 822-838 (A full one third of the contribution to this paper is acknowledged) **2006 Journal of Operations Management Best Paper.**
9. Liao, Y., Hong, P., and Fang, X. (2005). Information Integration Practices and Performance Measures. *Journal of Information and Knowledge Management*, Vol. 4 No. 3. 2005. pp. 191-200.

Conference Proceedings and Presentations

1. Liao, Y. and Li, Y.L. (2017) Internal Collaboration and External Collaboration with Suppliers for Organizational Innovation Capability: A Complementarity Perspective. *Decision Sciences Institute Annual Meeting*, Washington D.C.
2. Liao, Y. and Zhang, X.Z. (2015) Organizational Culture and Supply Chain Performance: Empirical Study in China. *Decision Sciences Institute Annual Meeting*, Seattle, WA.
3. Liao, Y. and Barnes, J. (2014) The Role of Knowledge Acquisition in Product Innovation Flexibility in SMEs: An Empirical Study. *Decision Sciences Institute Annual Meeting*, Tampa, FL.
4. Liao, Y. (2013) Complementarities in Supply Flexibility on Firm Performance. *Decision Sciences Institute Annual Meeting*, Baltimore, MD.
5. Liao, Y. (2013) External Knowledge Acquisition, Network-oriented Flexibility, and Innovation: An Empirical Study. *The Sixth Global Supply Chain Management Conference*, Dearborn, MI.
6. Liao, Y. (2013). External Knowledge Acquisition, Network-oriented Flexibility, and Innovation: An Empirical Study. *The Sixth Global Supply Chain Management Conference*, Dearborn, MI.
7. Liao, K., Duan, X.D., and Liao, Y. (2012) Achieving Supplier's Mass Customization through Modularity: the Antecedents and the Heavy Duty of Information Sharing. *Decision Sciences Institute Annual Meeting*, San Francisco, CA.
8. Liao, Y. (2011) The Moderate Effect of Organizational Awareness on Linkage between External Capabilities and Product Innovation Flexibility. *Decision Sciences Institute Annual Meeting*, Boston, MA.

9. Liao, Y. and Barnes, J. (2010) Successful Supply Chain Management Systems: The Role of Individual, Network and Collaborative Competencies. Decision Sciences Institute Annual Meeting, San Diego, California. **2010 Decision Sciences Annual Meeting Best Theoretical/Empirical Research Paper**
10. Liao, K., Liao, Y., and Tu, Q. (2009) A Mechanism of Transferring Manufacturing Competences to Increase Market Performance. *Decision Sciences Institute Annual Meeting*, New Orleans, LA.
11. Liao, Y. and Barnes, J. (2009) New Product Development Flexibility from the KBV: The Mediating Role of Information Sharing. *Academy of Management Conference*, Chicago, IL.
12. Rachamadugu, R. and Liao, Y. (2009) Sourcing and Joint Product Replenishment in Dynamic Lot Sizing. *CORS-INFORMS Conference*, Toronto, Canada.
13. Liao, Y., Rao, S., and Hong, P. (2008) Understanding Supply Chain Flexibility: Interactions within Supply Chain Flexibility Dimensions. *Decision Sciences Institute Annual Meeting*, Baltimore, MD.
14. Liao, Y., Rao, S., and Hong, P. (2007) Understanding supply flexibility and its impact on supply chain performance. *Decision Sciences Institute Annual Meeting*, Phoenix, AZ.
15. Mantel, S., Tatikonda, M.V., and Liao, Y. (2007) A Behavioral Study of Supply Manager Decision-Making: Factors Influencing Make Versus Buy Evaluation. *Academy of Management Annual Meeting*, Philadelphia, PA.
16. Liao, Y. (2005) Achieving market-oriented flexibility through supply chain management: a supply chain perspective. *Decision Sciences Institute Annual Meeting*, San Francisco, CA.
17. Liao, Y., and Liu, X. (2005) Virtual Team Heterogeneity, process and performance: the moderate Effect of Leadership. *Decision Sciences Institute Annual Meeting*, San Francisco, CA.
18. Liao, K., Liao, Y., and Rao, S. (2005) Supply Chain Adaptability for Automaker Entry Into China: a Case Study. *Decision Sciences Institute Annual Meeting*, San Francisco, CA.
19. Liao, K., Liao, Y., and Lim, J. (2005) A Conceptual Framework for Successful Prototyping Outsourcing in New Product Development. *Decision Science Institute Annual Meeting*, San Francisco, CA.
20. Liao, Y., Hong, P., and Fang, X. (2004) Information Integration Practices and Performance Measures. *Decision Sciences Institute Annual Meeting*, Boston, MA.

21. Liao, Y., and Rachamadugu, R. (2004) Dynamic Lot Sizing with Multiple Vendors. *Decision Sciences Institute Annual Meeting*, Boston, MA.
22. Liao, Y., and Hong, P. (2004) Supply Chain Integration in E-Business Environment. *The 15th Annual North American Research/Teaching Symposium on Purchasing and Supply Chain Management*, Tempe, AZ.
23. Liao, Y., and Mantel, S. P. (2004) An Empirical Study on Outsourcing Decision Making: from Strategic Perspective. *The 15th Annual North American Research/Teaching Symposium on Purchasing and Supply Chain Management*, Tempe, AZ.
24. Liao, Y., and Hong, P. (2003) Supply Chain Integration in E-commerce: Antecedences and Key Dimensions. *Decision Sciences Institute Annual Meeting*, Washington D.C.

Teaching Experience

- Graduate (MBA) courses: Operations and Supply Chain Management, Project Management, Foundations in Quantitative Methods
- Undergraduate courses: Operations Management, Data Analysis for Business Decisions, Principles of Management
- Director of Study Abroad Program - Business in China: Culture and Context (a study abroad program for undergraduate and MBA students)

Administrative Experience

- 01/16 – 06/16 Department Chair
- 08/15 – 07/16 Assessment Coordinator

Recognition, Honors, and Awards

Research

- 2014 – 2015 Meredith College School of Business Scholar of the Year, in recognition of outstanding research and scholarly activity.
- 2010 *Decision Sciences Institute Annual Meeting* Best Theoretical/Empirical Research Paper
- 2006 – 2007 Meredith College Initiative Funding for Faculty Research and Publication
- 2006 *Journal of Operations Management* Best Paper Award
- 2004 Scholarship from The Center for Advanced Purchasing Studies (CAPS) Research for the 15th Annual North American Research Teaching Symposium on Purchasing and Supply Chain Management

Teaching

- 2016 – 2017 Meredith College School of Business MBA Professor of the Year
- 2015 – 2016 Meredith College School of Business MBA Professor of the Year
- 2008 – 2009 Meredith College School of Business MBA Professor of the Year

Other Professional Activities

Membership

- Beta Gamma Sigma Honor Society
- Decision Science Institute
- Institute for Supply Management
- Project Management Institute

Reviewer

- *Journal of Operations Management*
- *Decision Science Journal*
- *International Journal of Operations and Production Management*
- *Production Planning and Control*
- *International Journal of Production Economics*
- *International Journal of Production Research*
- *Benchmarking: An International Journal*
- *Journal of Manufacturing and Technology Management*
- *Business Process Management Journal*
- *International Journal of Service Operations Management*
- *International Journal of Procurement Management*
- *John Wiley and Sons, Inc.*
- *Decision Sciences Institute Annual Meeting*
- *Global Supply Chain Management Conference*

Institutional Service

- Member, College Benefit Committee 2016-2017
- Member, College Diversity Council 2016-2017
- Member, Search Committee for MBA Director 2016
- Member, School of Business Accreditation Committee 2014-2017
- Member, College General Education Committee 2014-2016
- Member, School of Business MBA Curriculum Committee, and
Search Committee for Dean of School of Business 2014-2015
- Member, College Enrollment Management Committee 2013-2015
- Member, School of Business Strategic Planning Committee 2012-2014
- Member, College Convocation Committee 2011-2012
- Member, School of Business Global Program Committee 2010-2012
- Member, College Strategic Planning Committee 2010-2011
- Member, College Faculty Development Committee 2007-2010
- Chair and Member, School of Business Undergraduate
Curriculum Committee 2006-2010