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Department of Logistics Engineering
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**ACADEMIC EXPERIENCE**

- Associate Professor, School of Economics & Management, Hebei University of Science and Technology, 2013 – 2018.
- Lecturer, School of Economics & Management, Hebei University of Science and Technology, 2009 – 2013.

RESEARCH INTERESTS

- Supply Chain Management
- Product returns in online shopping
- Logistics system optimization

EDUCATION

- Ph.D. in Management with a concentration in Management Science, School of Business, Renmin University of China (Beijing, China), 2006-2009.
- Masters in Management with a concentration in Enterprise Management, School of Business, Hebei University of Economics and Business (Shijiazhuang, China), 2003-2006.
- Bachelor in Agriculture, School of Horticulture, Anhui Agricultural University (Hefei, China), 1999-2003.

RESEARCH PAPER**Journal Articles**

- Na Zhang, **Mingfang Li**, Zhenxing Gong & Dingxin Xu. Effects of ethical leadership on nurses' service behaviors. *Nursing Ethics*, 2018 (forthcoming).
- **Li Mingfang**. Effect of Situational Normality on the Relationship between Cognitive Dissonance and Online Product Returns Intention. *Soft Science*, 2017, 31(12): 112-117.
- **Li Mingfang**. Measurement of Subjective Return Intention of Online Customer and the Relationship with Consumption Behavior. *China Business and Market*, 2017, 31(4): 17-24.
- Wei ziqiu, **Li Mingfang**. The Influence of Online Store Information and Repurchase Difficulty on Post Purchase Dissonance. *China Business and Market*, 2017, 31(8): 65-74.
- **Li Mingfang**, Jiang Jia, Xue Jingmei. Principal-agent Problem for Returns Fast Processing in Reverse Supply Chain. *Computer Integrated Manufacturing Systems*, 2012, 18(8): 1894-1902.

- **Li Mingfang**, Qi Rongguang, Wei Ziqiu. Time Value of Product Returns in Reverse Supply Chain. *Computer Integrated Manufacturing Systems*, 2011, 17(10): 2256-2262.
- **Li Mingfang**, Xue Jingmei. Performance analysis of manufacturer collecting closed-loop supply chain under different channel power structures. *Control and Decision*, 2016, 31(11): 2095-2100.
- **Li Mingfang**. The Evolutionary Game Analysis for Manufacturers' Network Channel Selection in Competitive Environment. *Soft Science*, 2016, 30(8): 113-118.
- **Li Mingfang**, Xue Jingmei. Identifying Key Factors of Network Channel Selection for Supply Chain Enterprises. *Journal of Commercial Economics*, 2016(12):41-43.
- **Li Mingfang**, Xue Jingmei. Construction and Suggestion of Hub-and-spoke Logistics Network for Beijing-Tianjin-Hebei. *China Business and Market*, 2015, 29(1): 106-121.
- **Li Mingfang**, Liu Zeling. Cooperative Development Framework Construction of Regional Logistics for Beijing-Tianjin-Hebei. *Journal of Commercial Economics*, 2015 (28):29-30.
- **Li Mingfang**, Xue Jingmei, Han Na. Supply Chain Coordination with Non-Defective Returns based on Bi-Directional Incentive Contract. *Journal of System & Management*, 2015, 24(6): 919-925.
- **Li Mingfang**, Xue Jingmei, Jiang Jia. Retailer Take-back Closed-loop Supply Chain Coordination under Competitive Environment. *Industrial Engineering Journal*, 2013, 16(6): 101-105.
- **Li Mingfang**, Xue Jingmei, Jiang Jia. The Impacts of Returns Service Quality on Customer Loyalty for Retailing Industry. *China Business and Market*, 2012, 26(12): 94-98.
- **Li Mingfang**. Evaluation Index System for Return Service Quality. *Journal of Hebei University of Science and Technology*, 2011, 11(4): 24-30.

Refereed Conference Proceedings

- **Li Mingfang**, Askar Choudhury. Effect of perceived risk in moderating the relationship of PPD and website related to product return. 49th Annual Meeting of the Decision Sciences Institute, 2018
- **Li Mingfang**, Li Guochang. Supply Chain Coordination for Quality Improving. 2009 Second International Conference on Intelligent Computation Technology and Automation, 2009
- **Li Mingfang**, Li Guochang. Coordination for product returns' rapid transportation. International Conference on Engineering Management and Service Sciences, 2009

Work in Progress:

- 2015, National Social Science Foundation of China. Strategy optimization of electricity business based on consumer returns behavior.
- 2017, National Natural Science Foundation of China. The collaborative allocation mechanism and optimization measures of domestic human resources in Beijing-Tianjin-Hebei.
- 2015, Natural Science Foundation of Hebei Province. Analysis of supply chain network channel selection decision based on factor identification and evolutionary game.
- 2014, Social Science Fund Project of Hebei Province. Regional logistics collaborative development research of Beijing-Tianjin-Hebei.
- 2012, Outstanding Youth Fund Project of Hebei Province Education Department. Application of bi-level planning in promoting electronic waste recycling.

Research Grant:

- 2016, the second batch of Hebei Province youth top-notch talent support plan, \$13,000.
- 2017, the Hundreds of outstanding innovative talents in colleges and universities of Hebei Province, \$14,000.
- 2016, the third level of "333Talent Project" in Hebei Province.

Teaching Courses:

- Supply chain management.
- Game theory.
- Logistics system planning and design.