

# Heng Zhao

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## EDUCATION

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<b>Tongji University</b>	2018.9 – 2025.9
Ph.D. in Business Administration	Shanghai, China
(Advisor: Chunyang Tong)	
<b>China Agricultural University</b>	2014.9 – 2018.6
B.A. in Agricultural Economics	Beijing, China
<b>Oklahoma State University</b>	2017.8 – 2018.5
B.A. in Agribusiness	Stillwater, United States

## RESEARCH INTERESTS

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Healthcare operations management, AI-integrated service delivery, Digital platforms, Causal inference and econometrics

## JOURNAL PUBLICATIONS

1. **Zhao, Heng**<sup>\*†</sup> and Sijia Zhou<sup>†</sup>. (2025). Foot in Both Camps: How Do Activities on Third-Party Online Healthcare Platforms Affect Doctors' Demand on Official Online Healthcare Platforms?. *Decision Support Systems*, 188, 114350. (SCI Q1/ABS 3\*)
2. **Zhao, Heng** and Xuejing Cao\*. (2023). Who Is Facing Higher Increased Demand After the Online-Offline Channel Integration? Evidence from Public Hospitals in China. *Risk Management and Healthcare Policy*, 16, 2635–2648. (SCI/SSCI Q2)
3. Cao, Xuejing, Guohao Li, and **Heng Zhao**\*. (2025). Can Telemedicine Help Integrate the Referral-based Healthcare System? An Economic and Operational Analysis. *PloS One*, 20(11), e0336490. (SCI Q2)

<sup>†</sup>co-first authorship, \*corresponding author

## SELECTED WORKING PAPERS

1. 线上医疗渠道对患者访问需求和停留时间的影响, (4<sup>th</sup>) *Revise and Resubmit at 管理科学学报*. (first author) (with Chunyang Tong, Hongxiang Fei, Yuelong Jiao)
2. Are Goal Achievements Effective in Driving Product Usage? Evidence from a Video Game Platform, *work-in-progress*. (with Nan Li and Honglin Deng)
3. The Impact of Medical Consortia on Patient Visit Frequencies, Costs, and Health Outcomes, *work-in-progress*. (first author) (with Chunyang Tong)
4. Price Cuts Without Savings: The Unintended Consequences of Centralized Drug Procurement, *work-in-progress*. (corresponding author) (with Nan Li, Xu Li, Yuanchen Li, and Xiuguo Song)

## SKILLS

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Programming: R, Stata, SQL

Language: Chinese (Native), English (Professional)

## SELECTED CONFERENCE TALKS

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- Foot in Both Camps: How Do Activities on Third-Party Online Healthcare Platforms Affect Doctors' Demand on Official Online Healthcare Platforms?
  - POMS-China 2024, Hefei, China
  - POMS-HK 2024, Hong Kong, China
- The Impact of Online Service Channels on Visit Demand and Sojourn Time.
  - 管理科学与工程学会服务科学与工程分会年会 2024, Hangzhou, China (Best Paper Award)
  - POMS-HK 2024, Hong Kong, China
- The Impact of Medical Consortia on Patient Visit Frequencies, Costs, and Health Outcomes.
  - POMS-HK 2025, Hong Kong, China
- Centralized Drug Procurement Reduces Prices but Increases Expenditures: Evidence from China.
  - POMS-HK 2026, Shenzhen, China

## ACADEMIC SERVICE

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Session Chair: POMS-HK, 2026 (Emerging Topics in Healthcare Operations, Co-Chair: Yuanchen Li)

Ad-hoc Referee: *Humanities and Social Sciences Communications, Asia Pacific Journal of Marketing and Logistics*

## REFERENCES

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### **Chunyang Tong**

Professor of Marketing, Department Chair

School of Economics and Management, Tongji University

Room 1027, Tongji Building A

Email: tongchunyang@tongji.edu.cn

### **Yuanchen Li**

Associate Professor of Operations Management

Advanced Institute of Business, Tongji University

Room 1316, Tongji Building A

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### **Nan Li**

Associate Professor of Marketing

College of Business, Shanghai University of Finance and Economics

Room 321, College of Business A

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