

Heng Zhao

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EDUCATION

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

RESEARCH INTERESTS

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

JOURNAL PUBLICATIONS

1. **Zhao, Heng**[†] and Sijia Zhou[†]. (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)

[†]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, (4th) *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

Programming: R, Stata, SQL

Language: Chinese (Native), English (Professional)

SELECTED CONFERENCE TALKS

- 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

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

Chunyang Tong

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School of Economics and Management, Tongji University
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Associate Professor of Operations Management
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Nan Li

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College of Business, Shanghai University of Finance and Economics
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