

# Andy W. Chen

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## **I. EDUCATION**

### **Ph.D. in Business Administration (Quantitative Marketing)**

University of California, Berkeley – Haas School of Business  
*2012 – 2016*

### **M.S. in Computer Science (Machine Learning)**

Georgia Institute of Technology – School of Computer Science  
*2017 – 2020*

### **M.S. in Big Data**

Simon Fraser University – School of Computing Science  
*2017 – 2019*

### **Master of Management in Operations Research**

University of British Columbia – Sauder School of Business  
*2010 – 2012*

### **B.A.Sc. in Electrical Engineering (Minor in Commerce)**

University of British Columbia – Faculty of Applied Science  
*2006 – 2010*

## **II. ACADEMIC APPOINTMENTS**

### **Seattle Pacific University – College of Business and Technology**

Associate Professor of Marketing and Data Analytics  
*2025 – Present*

Assistant Professor of Marketing and Data Analytics  
*2019 – 2025*

#### **Courses Taught:**

- ISM 6353 – Statistical Programming for Data Analytics: Python & Machine Learning (2019 – Present)
- ISM 6354 – Statistical Programming for Data Analytics: R (2020 – Present)
- BUS 6351 – Marketing Analytics (2020 – Present)

- BUS 6273 – Business Intelligence & Analytics for Managers (2023)
- BUS 6361 – Data Visualization (2025)
- ISM 6002 – Introduction to Data Analytics (2026)
- BUS 3542 – Marketing Research (2019 – Present)
- BUS 4650 – Data Analytics & Visualization (2019 – Present)
- BUS 4543 – Marketing Management (2021 – Present)

### **University of British Columbia – Sauder School of Business**

Postdoctoral Teaching Fellow/Lecturer

2017 – 2018

Postdoctoral Research Fellow

2016 – 2017

Courses Taught:

- BASC 550 – Operations and Logistics
- COMM 414 – Data Visualization and Business Analytics
- COMM 465 – Marketing Management
- COMM 469 – International Marketing
- COMM 204 – Logistics and Operations Management
- COMM 443 – Service Operations

### **III. PEER-REVIEWED JOURNAL PUBLICATIONS**

Chen, A. W. (2024). *Ethical Perception and Job Satisfaction of Software Developers*. *Online Journal of Applied Knowledge Management*, 12(1), 34–53.

Fang, X., Chen, A. W., & Young, D. S. (2024). *Mixtures of Linear Regressions with Measurement Error in the Response, with an Application to Gamma-Ray Burst Data*. *Statistics and Applications*, 22(3), 285–309.

Fang, X., Chen, A. W., & Young, D. S. (2023). *Predictors with Measurement Error in Mixtures of Polynomial Regressions*. *Computational Statistics*, 38(1), 373–401.

Chen, A. W., & Chen, H. (2021). *Pricing of Higher Education: The Case of Top-Ranked MBA Programs*. *Economics and Business Letters*, 10(3), 310–318.

Chen, A. W. (2021). *Competitive Expansion Strategies Between Retailers: The Case of Wal-Mart and Target*. *The International Review of Retail, Distribution and Consumer Research*, 31(1), 59–77.

Chen, A. W. (2020). *Consumer Stockpiling Behavior in the Retail Gasoline Market*. *The International Review of Retail, Distribution and Consumer Research*, 30(4), 460–477.

#### **IV. PEER-REVIEWED CONFERENCE PROCEEDINGS & PRESENTATIONS**

Chen, A. W. (2025). *Perceptions of AI and Job Satisfaction*. Proceedings of the International Academy of Business and Public Administration Disciplines Conference, June 20–21.

Chen, A. W. (2025). *AI Perceptions in the Tech Industry: What Shapes Employee Views?* Proceedings of the International Academy of Business and Public Administration Disciplines Conference, June 20–21.

Sohn, J., Chen, A. W., & Lee, D. (2022). *A Meta-Analysis of Category Spanning in Business*. 82nd Annual Meeting of the Academy of Management, August 5–9.

Karns, G., Eveland, V., & Chen, A. W. (2021). *Marketing Education for an AI-Driven World: Future-Proofing Our Graduates*. Proceedings of the Marketing Educators' Association Conference, April 9–10.

Chen, A. W. (2021). *Personal Ethical Values and Job Satisfaction in the Technology Industry*. Proceedings of the International Academy of Business and Public Administration Disciplines Conference, March 25–26.

Chen, A. W. (2020). *Investigating Peer Competition in Technology Industry with Machine Learning*. Proceedings of the International Academy of Business and Public Administration Disciplines Conference, October 22–24.

Chen, A. W. (2020). *Feature-Driven Development of Social Networking Website Features Using Machine Learning*. Proceedings of the International Academy of Business and Public Administration Disciplines Conference, October 22–24.

Karns, G., Eveland, V., & Chen, A. W. (2020). *Marketing Analyst Job Requirements: Preparing Marketing Graduates*. Proceedings of the Marketing Educators' Association Conference, April 2–4, Seattle, WA.

#### **V. MANUSCRIPTS IN PREPARATION**

Chen, A. W. (with D. Lee & R. Madhavan). *Interfirm Networks and Outcomes: A Meta-Analysis*.

Chen, A. W. (with X. Fang & D. S. Young). *An Analysis of Clandestine Methamphetamine Laboratories Using a Mixture-of-Poisson-Regressions Model with Measurement Error*.

Chen, A. W. (with D. Wicks). *Understanding Online Learning During COVID-19 with Text Mining*.

Chen, A. W. (with H. Chen). *Competition in the Higher Education Market: Evidence from Top-Ranked MBA Programs*.

#### **VI. AWARDS & HONORS**

SBGE Scholar of the Year (Seattle Pacific University) (2021)

Marketing Educators' Association Conference – Runner-Up Competitive Paper Award (2021)

SBGE Hope Grant (Seattle Pacific University) (2021)

Faculty Research & Scholarship Grant (Seattle Pacific University) (2020)

### ***VII. RELATED WORK EXPERIENCE***

#### **LoyaltyOne/Alliance Data (Canada)**

Senior Data Scientist (2019)

Data Scientist (2018 – 2019)

#### **University of British Columbia – Centre for Operations Excellence**

Industry Project Advisor (Data Analytics) (2016 – 2017)

### ***VIII. PROFESSIONAL CERTIFICATES AND TRAINING***

#### **Project Management Institute (PMI)**

Project Management Professional (PMP)

#### **IASSC (International Association for Six Sigma Certification)**

Lean Six Sigma Green Belt

#### **Scrum Alliance**

Certified ScrumMaster (CSM); Certified Scrum Product Owner (CSPO)

#### **Microsoft**

MCP; MCITP; MCTS; MCSE; MCSA

#### **Cisco**

CCNP; CCNA