Research Notes: Yang Pan

October 31, 2025



Yang Pan's paper "Unveiling the Human Touch: Enhancing Customer Satisfaction through Personalized Profiles of Social Media Customer Service Agents," co-authored with Huai-Tzu Cheng (Montana State University) and Rudy Hirschheim (Louisiana State University), has been accepted for publication in *Production and Operations Management*. Pan is an assistant professor of management science.