*Updated October 2024*

**Xingyue (Luna) Zhang**

Milgard School of Business

University of Washington, Tacoma

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Website: <http://directory.tacoma.uw.edu/employee/xyzhang5>

LinkedIn: <https://www.linkedin.com/in/luna-zhang/>

**EDUCATION**

**Ph.D.** in Business and Economics, Lehigh University August 2018

Bethlehem, PA

Dissertation: Three Essays on Consumer Demand in Online and Offline Markets (Committee Chair Oliver Yao)

**Master of Science** in Economics, Lehigh University May 2017

Bethlehem, PA

**Master** of Supply Chain Management, Tongji University August 2013

Shanghai, China

**Bachelor** of Supply Chain Management, *Summa Cum Laude*, Tongji University August 2011

Shanghai, China

**ACADEMIC APPOINTMENT**

Associate Professor of Business Analytics September 2024 – Present

Milgard School of Business

University of Washington, Tacoma

Center for Business Analytics Fellow September 2022 - Present

Milgard School of Business

University of Washington, Tacoma

Interim MSBA Program Director April 2022 - September 2022

Milgard School of Business

University of Washington, Tacoma

Assistant Professor of Business Analytics September 2018 – September 2024

Milgard School of Business

University of Washington, Tacoma

**RESEARCH INTERESTS**

Consumer Behavior, Mobile Commerce, Platform Economy, Revenue Sharing, Business Analytics, Large Scale Data Analysis, Information Systems and Operations Management Interface

**PUBLICATIONS**

1. Hemant Bhargava, Kitty Wang, and Xingyue (Luna) Zhang, 2022. “Fending off Critics of Platform Power: Doing Well by Doing Good?” *Management Science*, 68:11, 8249–8260.(Equal contributor*)*.

* Top 24 Journals for UT Dallas Top 100 Business School Research Ranking (UTD 24)
* Top 50 Journals used in Financial Times Research Ranking (FT 50)
* A\* in Australian Business Deans Council Journal Quality List (ABDC)
* Impact Factor: 6.172

1. Xingyue (Luna) Zhang, Oliver Yao, Jiantong Zhang, and Chencheng Fang, 2022. “Redemption, Exposure, and Spillover Effects of Electronic Coupons: An Empirical Analysis.” *Production and Operations Management*, 32:2, 603-617.

* Top 24 Journals for UT Dallas Top 100 Business School Research Ranking (UTD 24)
* Top 50 Journals used in Financial Times Research Ranking (FT 50)
* A\* in Australian Business Deans Council Journal Quality List (ABDC)
* Impact Factor: 4.638

1. Xingyue (Luna) Zhang, Ruomeng Cui, and Oliver Yao, 2022. “The Version Effect of App and Operating Systems in Mobile Commerce.” *Production and Operations Management*, 32:2, 637-654.

* Top 24 Journals for UT Dallas Top 100 Business School Research Ranking (UTD 24)
* Top 50 Journals used in Financial Times Research Ranking (FT 50)
* A\* in Australian Business Deans Council Journal Quality List (ABDC)
* Impact Factor: 4.638

1. Xingyue (Luna) Zhang, James Dearden, and Oliver Yao, 2022. " Let Them Stay or Let Them Go? Online Retailer Pricing Strategy for Managing Stockouts." *Production and Operations Management*, 31:11, 4173-4190.

* Top 24 Journals for UT Dallas Top 100 Business School Research Ranking (UTD 24)
* Top 50 Journals used in Financial Times Research Ranking (FT 50)
* A\* in Australian Business Deans Council Journal Quality List (ABDC)
* Impact Factor: 4.638

1. Xingyue (Luna) Zhang and Haluk Demirkan, 2021. “Between Online and Offline Markets: A Structural Estimation of Consumer Demand.” *Information & Management*, 58:4, 103467.

* A\* in Australian Business Deans Council Journal Quality List (ABDC)
* Impact Factor: 10.328

1. Xingyue (Luna) Zhang and Oliver Yao, 2020. “How Much is Too Much? The Effect of Call Intensity on Online Purchase." *Production and Operations Management,* 29:3, 509-525*.*

* Top 24 Journals for UT Dallas Top 100 Business School Research Ranking (UTD 24)
* Top 50 Journals used in Financial Times Research Ranking (FT 50)
* A\* in Australian Business Deans Council Journal Quality List (ABDC)
* Impact Factor: 4.638
* Lead Article

**PAPER UNDER REVIEW**

1. Xingyue (Luna) Zhang, Weijia Dai, and Oliver Yao, "Are Complements Really Complementary? An Empirical Structural Estimation of Consumer Demand across Product Categories." Major revision, *Production and Operations Management*.
2. Qiaodan He, Xingyue (Luna) Zhang, Dawei Zhang and Yuliang Yao, “Pre-Login vs. Post-Login Search: Evidence from a Mobile Commerce Platform.” Major revision: *Management Science*.
3. Oliver Yao, Yongrui Duan, Xingyue (Luna) Zhang, and Jiazhen Huo, “Unraveling Cross Docking: Operations Performance, Demand Variation, and Fulfillment Mechanism." Under review, *Decision Support Systems* (Equal contributor)*.*

**WORKING PAPERS & WORKS-IN-PROGRESS**

1. Xingyue (Luna) Zhang, Kitty Wang, and Hemant Bhargava, “If Platforms Are Exploiting Producers, Is Platform Competition the Solution?” Working paper, target journal: *Marketing Science*.
2. Xingyue (Luna) Zhang, Raluca Ursu, Elisabeth Honka, and Oliver Yao, “Search Routes in Mobile Commerce.” Working paper, target journal: *Journal of Marketing Research.*
3. Xingyue (Luna) Zhang, Zhuojun Gu, Ki Ling Cheung, and Alok Gupta, “Does Timeliness of Product Returns Matter for Omni-Channel Retailers? The Impact of Reverse Logistics Efficiency on Consumer Purchases.” Working paper, target journal: *Management Science*.
4. Ran (Alan) Zhang, Yuanhong Ma, Xingyue (Luna) Zhang, and Yong Tan, “A Blessing or a Curse? The Impact of Platform-Initiated Comment Moderation on The Subsequent Answer Generation on Social Media Platform”, Working paper, target journal: *Management Science*.
5. Tingting Chen, Xingyue (Luna) Zhang, Feng Chu, Jiantong Zhang, “Unleashing the Power of No-Rush Delivery: Postponement Policies for Sustainable Order Fulfillment”, Under review, target journal: *Omega*.
6. Xingyue (Luna) Zhang and Zhuojun Gu, “Managing Stockouts using Wishlists in Omnichannel Retail.” Conceptual development, target journal: *Management Science*.
7. Xingyue (Luna) Zhang and Zhuojun Gu, “Customer Acquisition and Retention through Shared Carts in Online Retail.” Conceptual development, target journal: *Management Science*.

**PEER REVIEWED CONFERENCE PRESENTATIONS**

1. Xingyue (Luna) Zhang, Kitty Wang, and Hemant Bhargava, “If Platforms Are Exploiting Producers, Is Platform Competition the Solution?” Hawaii International Conference on System Sciences (HICSS), Big Island, HI, January 2025 (Scheduled).
2. Ran (Alan) Zhang, Yuanhong Ma, Xingyue (Luna) Zhang, and Yong Tan, “A Blessing or a Curse? The Impact of Platform-Initiated Comment Moderation on The Subsequent Answer Generation on Social Media Platform”, Hawaii International Conference on System Sciences (HICSS), Big Island, HI, January 2025 (Scheduled).
3. Xingyue (Luna) Zhang, Kitty Wang, and Hemant Bhargava, “If Platforms Are Exploiting Producers, Is Platform Competition the Solution?” Platform Strategy Research Symposium, Boston University, MA, July 2024 (Scheduled).
4. Xingyue (Luna) Zhang, Kitty Wang, and Hemant Bhargava, “Competition, Platform Revenue Sharing, Producer Participation, and Market Failure.” Bass Forms Conference, University of Texas at Dallas, TX, February 2024 (Presented by a coauthor).
5. Xingyue (Luna) Zhang, Zhuojun Gu, Ki Ling Cheung, and Alok Gupta, “Does Timeliness of Product Returns Matter for Omni-Channel Retailers? The Impact of Reverse Logistics Efficiency on Consumer Purchases.” Workshop on Information Systems and Economics (WISE), Hyderabad, India, December 2023 (Presented by a coauthor).
6. Xingyue (Luna) Zhang, Kitty Wang, and Hemant Bhargava, “Competition, Platform Revenue Sharing, Producer Participation, and Market Failure.” Workshop on Information Systems and Economics (WISE), Hyderabad, India, December 2023 (Presented by a coauthor).
7. Xingyue (Luna) Zhang, Kitty Wang, and Hemant Bhargava, “Competition, Platform Revenue Sharing, Producer Participation, and Market Failure.” Conference on Artificial Intelligence, Machine Learning, and Business Analytics, Temple University, PA, December 2023 (Presented by a coauthor).
8. Xingyue (Luna) Zhang, Kitty Wang, and Hemant Bhargava, “Competition, Platform Revenue Sharing, Producer Participation, and Market Failure.” Conference on Information Systems & Technology (CIST), Phoenix, AZ, October 2023 (Presented by a coauthor).
9. Xingyue (Luna) Zhang, Raluca Ursu, Elisabeth Honka, and Oliver Yao, “Search Routes in Mobile Commerce.” China India Insights Conference, Stanford University, CA, September 2023.
10. Xingyue (Luna) Zhang, Raluca Ursu, Elisabeth Honka, and Oliver Yao, “Search Routes in Mobile Commerce.” POMS Annual Conference, Orlando, FL, May 2023 (Presented by a coauthor).
11. Xingyue (Luna) Zhang, Raluca Ursu, Elisabeth Honka, and Oliver Yao, “Search Routes in Mobile Commerce.” 21st Annual International Industrial Organization Conference, Washington, DC, April 2023 (Presented by a coauthor).
12. Qiaodan He, Xingyue (Luna) Zhang, Dawei Zhang and Yuliang Yao, “Does Pre-login Search Matter? Evidence from a Mobile Commerce Platform.” Hawaii International Conference on System Sciences (HICSS), Maui, HI, January 2023 (Presented by a coauthor).
13. Qiaodan He, Xingyue (Luna) Zhang, Dawei Zhang and Yuliang Yao, “Does Pre-login Search Matter? Evidence from a Mobile Commerce Platform.” Conference on Information Systems & Technology (CIST), Hybrid Conference, October 2022.
14. Xingyue (Luna) Zhang, Raluca Ursu, Elisabeth Honka, and Oliver Yao, “Search Routes in Mobile Commerce.” 2022 Workshop on Consumer Search and Switching Costs, Stern School of Business, New York University, September 2022.
15. Hemant Bhargava, Kitty Wang, and Xingyue (Luna) Zhang, “Fending off Critics of Platform Power: Doing Well by Doing Good?” Platform Management Research Seminar, Questrom School of Business, Boston University, July 2022 (Presented by a coauthor).
16. Xingyue (Luna) Zhang, Raluca Ursu, Elisabeth Honka, and Oliver Yao, “Search Routes in Mobile Commerce.” Annual INFORMS Marketing Science Virtual Conference, Virtual Conference, June 2022.
17. Hemant Bhargava, Kitty Wang, and Xingyue (Luna) Zhang, “Fending off Critics of Platform Power: Doing Well by Doing Good?” Annual INFORMS Marketing Science Virtual Conference, Virtual Conference, June 2022 (Presented by a coauthor).
18. Xingyue (Luna) Zhang, Elisabeth Honka, and Oliver Yao, “Search Routes in Mobile Commerce.” Workshop on Information Systems and Economics (WISE), Austin, TX, December 2021.
19. Hemant Bhargava, Kitty Wang, and Xingyue (Luna) Zhang, “Fending off Critics of Platform Power: Doing Well by Doing Good?” Workshop on Information Systems and Economics (WISE), Austin, TX, December 2021(Presented by a coauthor).
20. Hemant Bhargava, Kitty Wang, and Xingyue (Luna) Zhang, “Fending off Critics of Platform Power: Doing Well by Doing Good?” INFORMS Annual Meeting, Hybrid Conference, October 2021.
21. Xingyue (Luna) Zhang, Elisabeth Honka, and Oliver Yao, “Search Paths in Mobile Commerce.” Conference on Information Systems & Technology (CIST), Newport Beach, CA, October 2021.
22. Hemant Bhargava, Kitty Wang, and Xingyue (Luna) Zhang, “Fending off Critics of Platform Power: Doing Well by Doing Good?” Conference on Information Systems & Technology (CIST), Newport Beach, CA, October 2021 (Presented by a coauthor).
23. Xingyue (Luna) Zhang and Oliver Yao, “An Empirical Search Model in Mobile Commerce.” INFORMS Annual Meeting, Virtual Conference, November 2020.
24. Xingyue (Luna) Zhang, Ruomeng Cui, and Oliver Yao, “When is Slow Fast? The Version Effects of Mobile Apps and Operating Systems on Consumer Purchase.” Conference on Information Systems & Technology (CIST), Seattle, WA, October 2019.
25. Xingyue (Luna) Zhang, Ruomeng Cui, and Oliver Yao, “When is Slow Fast? The Version Effects of Mobile Apps and Operating Systems on Consumer Purchase.” INFORMS Annual Meeting, Seattle, WA, October 2019.
26. Xingyue (Luna) Zhang, James Dearden, and Oliver Yao, "Let Them Stay or Let Them Go? Price Competition in Online and Offline Markets with Consumer Search and Product Stockouts." Conference on Information Systems & Technology (CIST), Phoenix, AZ, November 2018.
27. Xingyue (Luna) Zhang, James Dearden, and Oliver Yao, "Let Them Stay or Let Them Go? Price Competition in Online and Offline Markets with Consumer Search and Product Stockouts." INFORMS Annual Meeting, Phoenix, AZ, November 2018.
28. Xingyue (Luna) Zhang, Weijia Dai and Oliver Yao, “Between Online and Offline Markets: A Structural Estimation of Consumer Demand,” Workshop on Information Systems and Economics (WISE), Seoul, Korea, December 2017.
29. Xingyue (Luna) Zhang, Weijia Dai and Oliver Yao, “Between Online and Offline Markets: A Structural Estimation of Consumer Demand,” Conference on Information Systems & Technology (CIST), Houston, TX, October 2017.
30. Xingyue (Luna) Zhang, Weijia Dai and Oliver Yao, “Online vs. Offline: A Structural Estimation of Consumer Demand under Product Substitution,” INFORMS Annual Meeting, Houston, TX, October 2017.
31. Xingyue (Luna) Zhang, Weijia Dai and Oliver Yao, “Do Consumers Behave the Same? A Comparison of Online and Offline Price Effects,” POMS Annual Conference, Seattle, WA, May 2017.
32. Xingyue (Luna) Zhang and Oliver Yao, “How Much is Too Much? The Effect of Call Intensity on Online Purchase," INFORMS Conference on Information Systems and Technology (CIST), Nashville, TN, November 2016.
33. Xingyue (Luna) Zhang and Oliver Yao, “Does Cross-Channel Really Help? The Effect of Offline Marketing on Online Purchase," DSI Annual Meeting, Austin, TX, November 2016.
34. Oliver Yao, Yongrui Duan, Xingyue (Luna) Zhang and Jiazhen Huo, “An Empirical Analysis of Cross Docking: Performance and Learning Spillover," INFORMS Annual Meeting, Philadelphia, PA, November 2015.

**INVITED PRESENTATIONS**

1. Xingyue (Luna) Zhang, Kitty Wang, and Hemant Bhargava, “If Platforms Are Exploiting Producers, Is Platform Competition the Solution?” Theory in Economics of Information Systems (TEIS), Seattle, WA, May 2024 (Presented by a coauthor).
2. Xingyue (Luna) Zhang, Panel Discussion on Global Supply Chains: Challenges & Opportunities from a Regional Perspective, World Affairs Council of Tacoma, University of Washington Tacoma, June 2024.
3. Xingyue (Luna) Zhang, Kitty Wang, and Hemant Bhargava, “If platforms are Exploiting Producers, Is Platform Competition the Solution?.” 2nd Annual Interdisciplinary USC Platform Conference, University of South California, February 2024.
4. Xingyue (Luna) Zhang, Kitty Wang, and Hemant Bhargava, “If platforms are Exploiting Producers, Is Platform Competition the Solution?.” Research Seminar, Northeastern University, Virtual Presentation, January 2024.
5. Xingyue (Luna) Zhang, Kitty Wang, and Hemant Bhargava, “If platforms are Exploiting Producers, Is Platform Competition the Solution?.” Online Research Seminar on Digital Businesses, Boston University, Virtual Presentation, January 2024 (Presented by a coauthor).
6. Xingyue (Luna) Zhang, Kitty Wang, and Hemant Bhargava, “Splitting the Pie or Growing the Pie in Platform Economies: Will Competition Among Platforms Help Producers?” Research Seminar, Tongji University, Virtual Presentation, December 2023*.*
7. Xingyue (Luna) Zhang, Panel Discussion on AI and ChatGPT and It's Impact on Business, Milgard Executive Council, University of Washington Tacoma, June 2023.
8. Xingyue (Luna) Zhang, Introduction to Applied Mathematics in Business Intelligence, Math Enthusiast Series, University of Washington Tacoma, May 2023.
9. Xingyue (Luna) Zhang, Raluca Ursu, Elisabeth Honka, and Oliver Yao, “Search Routes in Mobile Commerce.” Research Seminar, Bocconi University, March 2023 (Presented by a coauthor).
10. Xingyue (Luna) Zhang, Raluca Ursu, Elisabeth Honka, and Oliver Yao, “Search Routes in Mobile Commerce.” Research Seminar, Department of Economics, University of California Irvine, March 2023 (Presented by a coauthor).
11. Oliver Yao, Yongrui Duan, Xingyue (Luna) Zhang and Jiazhen Huo, “Unraveling Cross Docking: Operations Performance, Demand Uncertainty,­­­ and Fulfillment Mechanism.” Research Seminar, C.T. Bauer College of Business, University of Houston, February 2023.
12. Xingyue (Luna) Zhang, Raluca Ursu, Elisabeth Honka, and Oliver Yao, “Search Routes in Mobile Commerce.” Research Seminar, W. P. Carey School of Business, Arizona State University, February 2023.
13. Xingyue (Luna) Zhang, Raluca Ursu, Elisabeth Honka, and Oliver Yao, “Search Routes in Mobile Commerce.” Research Seminar, College of Business, Florida International University, February 2023.
14. Xingyue (Luna) Zhang, Raluca Ursu, Elisabeth Honka, and Oliver Yao, “Search Routes in Mobile Commerce.” Research Seminar, Naveen Jindal School of Management, University of Texas at Dallas, February 2023.
15. Xingyue (Luna) Zhang, Raluca Ursu, Elisabeth Honka, and Oliver Yao, “Search Routes in Mobile Commerce.” Research Seminar, Daniels College of Business, University of Denver, February 2023.
16. Oliver Yao, Yongrui Duan, Xingyue (Luna) Zhang and Jiazhen Huo, “Unraveling Cross Docking: Operations Performance, Demand Uncertainty,­­­ and Fulfillment Mechanism.” Research Seminar, Robert H. Smith School of Business, University of Maryland, January 2023.
17. Xingyue (Luna) Zhang, Raluca Ursu, Elisabeth Honka, and Oliver Yao, “Search Routes in Mobile Commerce.” Research Seminar, Scheller College of Business, Georgia Institute of Technology, November 2022.
18. Xingyue (Luna) Zhang, Raluca Ursu, Elisabeth Honka, and Oliver Yao, “Search Routes in Mobile Commerce.” Research Seminar, Kogod School of Business, American University, November 2022.
19. Xingyue (Luna) Zhang, Raluca Ursu, Elisabeth Honka, and Oliver Yao, “Search Routes in Mobile Commerce.” Research Seminar, Haas School of Business, University of California Berkley, September 2022 (Presented by a coauthor).
20. Xingyue (Luna) Zhang, Oliver Yao, Jiantong Zhang, and Chencheng Fang, “Redemption, Exposure, and Spillover Effects of Electronic Coupons: An Empirical Analysis.” Research Seminar, Tongji University, Virtual Presentation, October 2022*.*
21. Xingyue (Luna) Zhang, Raluca Ursu, Elisabeth Honka, and Oliver Yao, “Search Routes in Mobile Commerce.” Research Seminar, Haas School of Business, University of California Berkley, September 2022 (Presented by a coauthor).
22. Xingyue (Luna) Zhang, Raluca Ursu, Elisabeth Honka, and Oliver Yao, “Search Routes in Mobile Commerce.” Research Seminar, Fox School of Business, Temple University, June 2022 (Presented by a coauthor).
23. Hemant Bhargava, Kitty Wang, and Xingyue (Luna) Zhang, “Fending off Critics of Platform Power: Doing Well by Doing Good?” Platform Strategy Research Symposium, Guanghua School of Management, Peking University, June 2022 (Presented by a coauthor).
24. Hemant Bhargava, Kitty Wang, and Xingyue (Luna) Zhang, “Fending off Critics of Platform Power: Doing Well by Doing Good?” International Research Seminar, Tongji University, Virtual Presentation, May 2022.
25. Hemant Bhargava, Kitty Wang, and Xingyue (Luna) Zhang, “Fending off Critics of Platform Power: Doing Well by Doing Good?” Spring Research Seminar, University of Washington Tacoma, April 2022.
26. Dan Greenwood, Judi Griffin, Rick Miltimore, Janice Wasson, Luna Zhang, “The future of global supply chain management”, Milgard Executive Speaker Panel, University of Washington Tacoma, Virtual Presentation, February 2022.
27. Xingyue (Luna) Zhang, Ruomeng Cui, and Oliver Yao, “The Version Effect of Apps and Operating Systems in Mobile Commerce.” Research Seminar, Gabelli School of Business, Fordham University, Virtual Presentation, April 2021.
28. Xingyue (Luna) Zhang, Ruomeng Cui, and Oliver Yao, “The Version Effect of Apps and Operating Systems in Mobile Commerce.” Women in Data Science (WiDS) Tacoma @ UW Tacoma 2021, University of Washington Tacoma, Virtual Presentation, March 2021.
29. Xingyue (Luna) Zhang, Ruomeng Cui, and Oliver Yao, “The Version Effect of Apps and Operating Systems in Mobile Commerce.” Milgard School of Business Research Forum, University of Washington Tacoma, Virtual Presentation, February 2021.
30. Xingyue (Luna) Zhang, Ruomeng Cui, and Oliver Yao, “The Version Effect of Apps and Operating Systems in Mobile Commerce.” Milgard Executive Council, University of Washington Tacoma, Virtual Presentation, October 2020.
31. Xingyue (Luna) Zhang, Ruomeng Cui, and Oliver Yao, “When is Slow Fast? The Version Effects of Mobile Apps and Operating Systems on Consumer Purchase.” Information, Technology and Innovation Seminar Series, Shanghai Jiao Tong University, Virtual Presentation, September 2020.
32. Xingyue (Luna) Zhang, Ruomeng Cui, and Oliver Yao, “The Version Effect of Apps and Operating Systems in Mobile Commerce.” Management Science Seminar Series, Tongji University, Shanghai, China, July 2019.
33. Xingyue (Luna) Zhang, James Dearden, and Oliver Yao, "Let Them Stay or Let Them Go? Price Competition in Online and Offline Markets with Consumer Search and Product Stockouts." Faculty Meeting, University of Washington Tacoma, Tacoma, WA, March 2019.
34. Xingyue (Luna) Zhang, Weijia Dai and Oliver Yao, “Between Online and Offline Markets: A Structural Estimation of Consumer Demand,” Management Science Seminar Series, Tongji University, Shanghai, China, May 2019.
35. Oliver Yao, Yongrui Duan, Xingyue (Luna) Zhang and Jiazhen Huo, “An Empirical Analysis of Cross Docking: Performance and Learning Spillover," Research Seminar, Robert H. Smith School of Business, University of Maryland, May 2017 (Presented by a coauthor).

**AWARDS AND HONORS**

2024 Distinguished Community Engagement Award Nomination, University of Washington, Tacoma

2023 OL Reign & Starbucks Legend

2023 Distinguished Research Award, University of Washington, Tacoma

2023 Distinguished Research Award Support, Milgard School of Business, University of Washington, Tacoma

2023 Distinguished Research Award Support, Milgard School of Business, University of Washington, Tacoma

2023 Distinguished Teaching Award Nomination, University of Washington, Tacoma

2021 Best Paper Award, Conference on Information Systems & Technology (CIST)

2021 Technology Teaching Fellow, University of Washington, Tri-Campus

2020 Students’ Choice Voting: Outstanding Faculty Award, University of Washington, Tacoma

2020 INFORMS Student Chapter Annual Award, *Cum Laude*, Role: Faculty Advisor

2020 Registered Student Organization (RSO) Adviser of the Year Award Nomination, University of Washington, Tacoma

2020 Registered Student Organization (RSO) of the Year Award Nomination, University of Washington, Tacoma

2020 SEED Teaching Institute Fellow, University of Washington, Tacoma

2019 Beta Gamma Sigma, University of Washington, Tacoma, WA

2019 iTech Fellow, University of Washington, Tacoma, WA

2017 Doctoral Travel Grant for Global Opportunities, Lehigh University

2013-2017 Graduate Assistantship, Lehigh University

2012 Outstanding Graduate Student, Tongji University (Top 1% in Tongji University)

2011 Shanghai Outstanding Graduates, Shanghai, China (Top 5% in Shanghai)

2009 China National Scholarship, China (Top 2% in China)

**COURSES TAUGHT**

University of Washington, Tacoma

Social Media Analytics (MSBA), Spring 2023, Spring 2021, Spring 2020, Spring 2019

Operations Management (MBA), Winter 2024, Winter 2023, Winter 2022, Winter 2021, Winter 2020

Logistics and Supply Chain Analytics (Undergraduate), Winter 2024

Social Media Marketing (Undergraduate), Spring 2024, Winter 2024, Spring 2023, Winter 2023, Spring 2022, Spring 2021, Winter 2021, Spring 2020, Winter 2020, Spring 2019, Winter 2019

Quantitative Analysis for Business (Undergraduate), Winter 2022, Winter 2019

Lehigh University

Demand and Supply Chain Planning (Undergraduate), Fall 2017

Introduction to Information Systems (Undergraduate), Summer 2017

Money, Banking, and Financial Markets (Undergraduate), Summer 2016

**MEDIA COVERAGE**

John Stearns, “How Businesses Are Working to Overcome Supply-Chain Challenges," 425business, October 2021.

**DATA ANALYTICS SKILLS**

R, Stata, Mathematica, Maple, Python, MATLAB, SAS, SPSS

**NON-ACADEMIC EXPERIENCE**

**Supply Chain Intern**, W.R. Grace and Company, Shanghai, China. Responsibilities included assistance to implement the SAP system and support for the Supply Chain Manager with regard to supervising 3PL companies, November 2010-May 2011.

**Director Assistant**, Government Logistics Department, Chengdu, China. Responsibilities included meeting arrangements and summarizing monthly logistics reports, August 2010-September 2010.

**Warehouse Manager Assistant**, Yan Feng Visteon Co., Ltd., Shanghai, China. Responsibilities

included improving the scheduling of personnel and enhancing the design of the facility layout, July2009-August 2009.

**PROFESSIONAL SERVICES AND AFFILIATIONS**

University of Washington Tacoma

2024 Milgard School of Business Strategic Planning Committee

2024 Milgard School of Business Scholarship Committee Chair

2024 Distinguished Research Award Committee Chair

2024 Milgard School of Business Scholarship Committee

Distinction of Excellence Program Committee

Interim MSBA Program Director

Chair of Search Committee for Full-Time Lecturer in Business Analytics

Advisory Administrative Review Committee for Dean of the Milgard School of Business

Center for Business Analytics Fellow

MBA Program Refresh Taskforce

Member of Search Committee for Assistant Professor in Business Analytics

Graduate Program Committee (GPC)

Milgard Scholarship Committee

Invited Speaker at Women in Data Science in Tacoma (WiDS Tacoma)

Faculty Advisor of Analytics Innovation (A.I.) Student Club

Faculty Advisor for a Korean Women’s Association Data Reporting Project

Co-Designer of Design Thinking and Storytelling Competition

Business Data Analytics Minor Application Taskforce

Distinguished Research Award Committee Chair

Distinguished Research Award Committee

Milgard School of Business Scholarship Committee Chair

Milgard School of Business Scholarship Committee

Develop Scholarly Community Initiative

Conference Organizing Committee Member

Conference on Information Systems & Technology (CIST), Seattle, WA, October 2024

Theory in Economics of Information Systems (TEIS), Seattle, WA, March 2024

Conference Program Committee Member

Conference on Information Systems & Technology (CIST), Phoenix, AZ, October 2023

Conference on Information Systems & Technology (CIST), Indianapolis, IN, October 2022

Conference on Information Systems & Technology (CIST), In Person & Virtual Conference, Anaheim, CA, October 2021

Conference on Information Systems & Technology (CIST), Virtual Conference, November 2020

Conference on Information Systems & Technology (CIST), Seattle, WA, October 2019

Conference Session Chair

Production and Operations Management Society (POMS) Annual Conference, Orlando, FL, May 2023

Workshop on Information Systems and Economics (WISE), Austin, TX, December 2021

INFORMS Annual Meeting, In Person & Virtual Conference, Anaheim, CA, October 2021

Associate Editor

International Conference on Information Systems (ICIS), Hyderabad, India, December 2023.

Reviewer for Journals

Management Science

Information Systems Research

MIS Quarterly

Production and Operations Management

Decision Sciences Journal

European Journal of Information Systems

Electronic Commerce Research

Information Technology & Management

Reviews for Academic Conferences

Hawaii International Conference on System Sciences (HICSS), Waikiki, Hawaii, 2024

Hawaii International Conference on System Sciences (HICSS), Maui, Hawaii, 2023

International Conference on Information Systems (ICIS), Copenhagen, Denmark, 2022

Conference on Information Systems & Technology (CIST), Indianapolis, IN, October 2022

Conference on Information Systems & Technology (CIST), Newport Beach, CA, October 2021

International Conference on Information Systems (ICIS), Austin, TX, 2021.

International Conference on Information Systems (ICIS), Virtual Conference, 2020

Resume Review at INFORMS Annual Meeting, Virtual Conference, November, 2020

Conference on Information Systems & Technology (CIST), Seattle, WA, October 2019

Poster Competition at INFORMS Annual Meeting, Seattle, WA, October 2019

Resume Review at INFORMS Annual Meeting, Seattle, WA, October 2019

29th Workshop on Information Technologies and Systems (WITS), Munich, Germany, December 2019

International Conference on Information Systems (ICIS), Munich, Germany, December 2019

Academy of Marketing Science (AMS) Annual Conference, Vancouver, Canada, May 2019

International Conference on Information Systems (ICIS), San Francisco, CA, December 2018.

The 11th China Summer Workshop on Information Management (CSWIM), Nanjing, China, June 2017

Member of The Institute for Operations Research and the Management Sciences (INFORMS)

Member of Association for Information Systems (AIS)