

Yinliang (Ricky) Tan

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ACADEMIC EMPLOYMENT

Tulane University , New Orleans, LA	
Assistant Professor of Management Science	July 2015—Present
Executive Director, Goldring Institute of International Business	Jan 2020—Present
Irving H. LaValle Early Career Professorship	2016—2017, 2019 —2020

EDUCATION

University of Florida , Gainesville, FL	Summer 2015
Ph.D. in Operations Management and Information Systems	
University of Florida , Gainesville, FL	December 2010
Master of Science in Industrial Engineering	
Tongji University , Shanghai, China	August 2009
Bachelor of Engineering in Logistics Engineering, <i>Summa Cum Laude</i>	

RESEARCH

REFEREED JOURNAL PUBLICATION

- FT 50 = Top 50 Journals used in Financial Times Research Ranking;
 - UTD 24 = Top 24 Journals for UT Dallas Top 100 Business School Research Ranking
1. Yinliang (Ricky) Tan, Yan Xiong, Haibing Gao, Xi Li, and Huazhong Zhao *Less is More? The Strategic Role of Retailer Capacity*, Forthcoming at ***Production and Operations Management*** (FT 50, UTD 24)
 2. Haibing Gao, Huazhong Zhao, Yinliang (Ricky) Tan, Ya Lin and Lai Wei (**Equal contribution**) *Social Red Packet: A Creative Strategy of Social Promotion on Consumers Social Network Value*, Forthcoming at ***Production and Operations Management*** (FT 50, UTD 24)
 3. Yixuan Feng, Yinliang (Ricky) Tan, Yongrui Duan, and Yu Bai *Strategic Analysis of Luxury Fashion Rental Platform in Sharing Economy* (With Yixuan Feng, Yongrui Duan and Yu Bai), Forthcoming at ***Transportation Research Part E: Logistics and Transportation Review***
 4. Subodha Kumar, Yinliang (Ricky) Tan and Lai Wei (**Equal contribution**) *When to Play Your AD? Optimal Insertion Policy of Behavioral Advertisement*, ***Information Systems Research***. 2020, 31(2), 589-606 (FT 50, UTD 24)
 5. He Huang, Geoffrey Parker, Yinliang (Ricky) Tan and Hongyan Xu (**Equal contribution**) *Altruism or Shrewd Business? Implications of Technology Openness on Innovations and Competition*, ***MIS Quarterly***. 2020, 44(3) 1049-1071 (FT 50, UTD 24)

6. He Huang, Liming Liu, Geoffrey Parker, Yinliang (Ricky) Tan, and Hongyan Xu (**Equal contribution**) *Multi-Attribute Procurement Auctions in the Presence of Satisfaction Risk*, ***Production and Operations Management***. 2019, 28(5), 1206-1221 (FT 50, UTD 24)
7. Baozhuang Niu, Jiawei Li, Jie Zhang, Hsing Cheng, and Yinliang (Ricky) Tan (**Equal contribution**) *Strategic Analysis of Dual Sourcing and Dual Channel with an Unreliable Alternative Supplier*, ***Production and Operations Management***. 2019, 28(3), 570-587 (FT 50, UTD 24)
8. Lin Tian, Asoo Vakharia, Yinliang (Ricky) Tan, and Yifan Xu (**Equal contribution**) *“Marketplace, Reseller, or Hybrid: a Strategic Analysis of Emerging E-Commerce Model”*, ***Production and Operations Management***. 2018, 27 (8), 1595-1610 (FT 50, UTD 24)
9. Xianjun Geng, Yinliang (Ricky) Tan, and Lai Wei (**Equal contribution**) *“How Add-On Pricing Interacts with Distribution Contracts”*, ***Production and Operations Management***. 2018, 27 (4), 605-623 (Lead article) (FT 50, UTD 24)

Best Problem-Driven Analytical Research Paper, 2017, Decision Science Institute (DSI) Annual Conference.

10. Brent Kitchens, Tawnya Means, and Yinliang (Ricky) Tan (**Equal contribution**) *“CAPTIVatE: Building Blocks for Implementing Active Learning”*, ***Journal of Education for Business***, 2018, 93(2), 58-73
11. Yinliang (Ricky) Tan, Anand Paul, Qi Deng, and Lai Wei, *“Mitigating Inventory Overstocking: Optimal Order-up-to Level to Achieve a Target Fill Rate”*, ***Production and Operations Management***, 2017, 26 (11), 1971-1988 (Lead article) (FT 50, UTD 24)
12. Yinliang (Ricky) Tan, and Janice Carrillo, *“Strategic Analysis of the Agency Model for Digital Goods”*, ***Production and Operations Management***, 2017, 26(4), 724-741 (FT 50, UTD 24)

Best Student Paper Award, 2014 Decision Science Institute (DSI) Annual Conference.

13. Yinliang (Ricky) Tan, Janice Carrillo, and Hsing K. Cheng, *“The Agency Model for Digital Goods”*, ***Decision Sciences Journal***, 2016, 47(4), 628-660
14. Anand Paul, Yinliang (Ricky) Tan and Asoo Vakharia *“Inventory Planning for a Modular Product Family”*, ***Production and Operations Management***, 2015, 24(7), 1033-1053 (Lead Article) (FT 50, UTD 24)
15. Anuj Kumar, and Yinliang (Ricky) Tan *“Demand Effects of Joint Product Advertising in Online Videos”*, ***Management Science***, 2015, 61(8), 1921-1937 (FT 50, UTD 24)

Research Grant Awardees, Innovative Approaches to Measuring Advertising Effectiveness, Wharton Customer Analytics Initiative, University of Pennsylvania

BOOK CHAPTERS AND CONFERENCE PROCEEDINGS

1. Nazli Turken, Yinliang (Rick) Tan, Asoo J. Vakharia, Lan Wang, Ruoxuan Wang, and Arda Yenipazarli *“The Multi-product Newsvendor Problem: Review, Extensions, and Directions for Future Research”*, ***Handbook of Newsvendor Problems, International Series in Operations Research & Management Science***, 2012

2. Yinliang (Ricky) Tan, Janice Carrillo “*The Agency Model for Digital Goods: Strategic Analysis of Dual Channels in Electronic Publishing Industry*”, ***Proceedings of 2014 Portland International Conference on Management of Engineering and Technology (PICMET) Conference***

PAPERS UNDER REVIEW

- *Trading Virtual Goods? Implications on Virtual Goods Developer and Consumer*, Invited for revision at ***Production and Operations Management*** (FT 50, UTD 24)
- *Socialize More, Pay Less: Randomized Field Experiments on Social Pricing* (With Subodha Kumar, Huazhong Zhao, and Haibing Gao), Invited for revision at ***Information Systems Research*** (FT 50, UTD 24)
- *Mitigating the Psychologically Detrimental Effects of Supervisor Undermining: Joint Effects of Voice and Political Skill* (With Shuhua Sun, Michael Burke, Huaizhong Chen, Jiantong Zhang), Under 2nd round review at ***Human Relations*** (FT 50)

WORKING IN PROGRESS

- *The Role of Data Analytics in Local Governments: Unique Challenges and Emerging Research Opportunities* (With Rakesh Mallipeddi, Xianjun Geng, Jeff Asher, and Ben Horwitz), Invited to submit full-length paper at ***Production and Operations Management***
- *Data Analytics in Professional Sports: Insulating the Business and Driving the Performance* (Rakesh Mallipeddi, Xianjun Geng, Ben Wang and Kate McCabe), Invited to submit full-length paper at ***Production and Operations Management***
- *When Investors Meet Consumers: When Investors Meet Consumers: The Interaction of Different Backers in Crowdfunding Markets* (With Huazhong Zhao, and Haibing Gao), Target at ***Journal of Management Information Systems***
- *Prosumer in the Electricity Market* (With Junghee Lee, Ming Hu, and Lai Wei), Target at ***Manufacturing & Service Operations Management***

TEACHING EXPERIENCE

MGSC 7000 - Business Analytics Practicum, Freeman School of Business, Tulane University.

- Teaching Evaluation: **6.5/7.0**, Summer 2019
- Teaching Evaluation: **6.6/7.0**, Summer 2018

MGSC 7510 - Business Analytics Project I, Freeman School of Business, Tulane University.

- Teaching Evaluation: **6.6/7.0**, Fall 2019
- Teaching Evaluation: **6.9/7.0**, Fall 2018

MGSC 7310 - Modeling and Analytics, Freeman School of Business, Tulane University.

- Teaching Evaluation: **6.9/7.0** and **6.8/7.0**, Fall 2019
- Teaching Evaluation: **6.9/7.0** and **6.3/7.0**, Fall 2018
- Teaching Evaluation: **6.8/7.0**, Spring 2018
- Teaching Evaluation: **6.7/7.0**, Spring 2017
- Teaching Evaluation: **6.2/7.0**, Spring 2016

MGSC 7320 - Advanced Spreadsheet Modeling, Freeman School of Business, Tulane University.

- Teaching Evaluation: **5.9**/7.0, Fall 2015

MGSC 3010 - Intro to Business Analytics, Freeman School of Business, Tulane University.

- Teaching Evaluation: **6.1**/7.0, **6.1**/7.0, Spring 2018
- Teaching Evaluation: **5.4**/7.0, **5.3**/7.0, **5.1**/7.0, Spring 2017

ISM 4330 - Information System & Operation Management Strategy, Warrington College of Business Administration, University of Florida.

- Teaching Evaluation: **4.50**/5.00, Spring 2015
- Teaching Evaluation: **4.82**/5.00, Fall 2013

QMB 4702 - Managerial Operations Analysis 2, Warrington College of Business Administration, University of Florida.

- Teaching Evaluation: **4.59**/5.00, Fall 2011
- Teaching Evaluation: **4.83**/5.00, Fall 2012,
- Teaching Evaluation: **4.46**/5.00, Spring 2013

AWARDS AND HONORS (A SELECTED LIST)

2019 Carol J. Latta Emerging Leadership Award for Outstanding Early Career Scholars, Decision Science Institute.

2019 Irving H. LaValle Research Award, Tulane University.

2019 The Most Outstanding 40 Business Professors under 40, Poets & Quants

2019 Best Reviewer Award, Production and Operations Management Journal

2018 Dean's Excellence in Graduate Teaching Award, Tulane University

2017 Best Problem-Driven Analytical Research Paper, 2017 Decision Science Institute (DSI) Annual Conference.

2016 Irving H. LaValle Research Award, Tulane University.

2016 Faculty International Travel Grant, Tulane University.

2014 Best Student Paper Award, 2014 Decision Science Institute (DSI) Annual Conference.

2014 Doctoral Student Consortium, Decision Science Institute (DSI) Annual Conference.

2014 Doctoral Student Consortium, POMS Annual Conference.

2013 Finalist & Honorable Mention, Instructional Innovation Award Competition, Decision Sciences Institute.

2013 Doctoral Student Consortium, Decision Science Annual Conference.

2013 Honorable Mention, UF Graduate Teaching Assistant Awards.

2013 Research Grant Awardees, Wharton Customer Analytics Initiative, University of Pennsylvania.

2013 ISOM Doctoral Student Teaching Award, Department of Info. Systems & Operations Management, University of Florida

2012 ISOM Doctoral Student Teaching Award, Department of Info. Systems & Operations Management, University of Florida

2011 Ray M. Greenly Scholarships, National Retail Federation (NRF) Foundation.

2011 Sixth International Doctoral Consortium Meeting, Purdue University.

2010 Outstanding International Student, University of Florida.

2009 Achievement Award for New Engineering Graduate Student, University of Florida

2009 Outstanding Graduate Student, Tongji University (Top 1%)

- 2008 Baosteel Group Scholarship (a Fortune 500 Company Scholarship)
2008 First-Class Scholarship, Tongji University (Top 1%)

INVITED CAMPUS TALKS

- 2021 Mar Notre Dame University (Scheduled)
2021 Mar Pontifical Catholic University of Chile (over Zoom)
2020 May Tongji University, China (over Zoom)
2019 Nov Vanderbilt University
2018 Feb Arizona State University
2016 Jun Tongji University
2015 Jan University of Florida, Teaching with Teams Workshop
2015 Jan University of Rochester
2015 Jan University of Hong Kong
2015 Jan Peking University HSBC Business School, China
2014 Dec Shanghai University of Finance and Economics, China
2014 Dec East China University of Science and Technology, China
2014 Dec Fudan University, China
2014 Dec Tongji University, China
2014 Dec University of New South Wales, Australia
2014 Dec University of Kansas
2014 Dec University of Houston
2014 Dec Tulane University
2014 Oct Utah State University
2014 Oct Florida International University
2013 Dec East China University of Science and Technology, China

CONFERENCE PRESENTATIONS

- 2020 Nov INFORMS Annual Meeting (Scheduled, Technology, Innovation Management and Entrepreneurship Section)
2020 May POMS Annual Meeting (Information Systems and Technology session)
2018 Mar Theory in Economics of Information Systems Workshop (TEIS Discussant)
2017 Nov DSI Annual Meeting (Information Systems and Technology session)
2017 May POMS Annual Meeting (Invited Talk)
2017 Mar Theory in Economics of Information Systems Workshop (TEIS Discussant)
2016 Nov INFORMS Annual Meeting (Invited Talk)
2016 Nov Conference of Information Systems and Technology (CIST)
2016 Jun The 7th E-Commerce /Supply Chains Management Workshop, East China University of Science and Technology (Invited Talk)
2016 Jun The 10th China Summer Workshop on Information Management (CSWIM)
2016 May POMS Annual Meeting (Invited Talk)
2015 May POMS Annual Meeting (Invited Talk)
2014 Nov DSI Annual Meeting (Best Student Paper)
2014 Nov INFORMS Annual Meeting (MSOM sponsored session)

2014 Jun MSOM Conference (Future Faculty Track)
2014 May POMS Annual Meeting (Invited Session)
2013 Nov DSI Annual Meeting (Invited Session)
2013 Nov DSI Annual Meeting (Instructional Innovation Award Competition Session)
2013 May POMS Annual Meeting (Invited Session)
2012 Oct INFORMS Annual Meeting (Invited Session)
2012 Oct INFORMS Annual Meeting (Advertising and Promotion Effectiveness Session)

ACADEMIC SERVICES AND AFFILIATIONS

Senior Editor, Production and Operations Management, 2018 - Present

Associate Editor, Decision Science Journal, 2020 - Present; Information & Management, 2020 - Present

Reviewer, Management Science, Information System Research, Production and Operations Management, Management Information Systems Quarterly, Decision Science, European Journal of Operations Research, International Journal of Production Economics, Annals of Operations Research, Journal of the Association for Information Systems, Omega: The International Journal of Management Science, International Conference on Information Systems, Journal of the Operational Research Society, Business & Information Systems Engineering, International Journal of Environmental Research and Public Health, Research Grants Council (RGC) of Hong Kong

Conference Track Chair, 2018 Production and Operations Management Annual Conference, (POMS - Economic Models in Operations Management Track)

Conference Program Committee Member, International Conference on Information Systems (ICIS 2019), Workshop on Information Technologies and Systems (WITS 2019, 2018, 2017, 2016), Conference on Information Systems and Technology (CIST 2019, 2016), Workshop on e-Business (WeB 2019, 2017, 2016), China Summer Workshop on Information Management (CSWIM 2019, 2017, 2016)

School Committee Member,

- Study Abroad Scholarship Selection Committee - A.B. Freeman School of Business, Tulane University 2018-2019
- Undergraduate Curriculum Committee - A.B. Freeman School of Business, Tulane University 2017
- Faculty Recruitment Committee - A.B. Freeman School of Business, Tulane University 2017-2019
- Executive MBA Committee - A.B. Freeman School of Business, Tulane University 2017-2018

President, 2011, INFORMS Student Chapter at University of Florida

Honor Society, 2015 - Present, Alpha Iota Delta

Member, 2011 - Present, INFORMS, POMS, DSI, AIS, AOM

NON-ACADEMIC EXPERIENCE

Software Quality Assurance Intern, Hawkes Learning Systems Co., Ltd., Charleston, South Carolina. Responsibilities included reviewing, approving, and testing of educational software, new product development, May 2010–Aug 2010.

Logistics Department Intern, Puma Asia Pacific Co., Ltd., Shanghai, China. Responsibilities included assistance to the department of implementing the SAP system and support for Logistics Manager with regard to communicating and supervising the 3PL company, Feb 2009–June 2009.

Warehouse Manager Assistant, Rainbow Logistics Co., Ltd., Shanghai, China. Responsibilities included improving the forecasting of the inventory system and enhancing the design of the facility layout, July 2008–Aug 2008.