

## Yinliang (Ricky) Tan

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Date: Nov, 2018

### ACADEMIC EMPLOYMENT

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<b>Tulane University</b> , New Orleans, LA Assistant Professor of Management Science	July 2015—Present
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### EDUCATION

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

### RESEARCH

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#### REFEREED JOURNAL PUBLICATION

- He Huang, Liming Liu, Geoffrey Parker, Yinliang (Ricky) Tan, and Hongyan Xu (**Equal contribution**) *Multi-Attribute Procurement Auctions in the Presence of Satisfaction Risk*, Forthcoming at *Production and Operations Management*.
  - 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*, Forthcoming at *Production and Operations Management*.
  - 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
  - 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)
- Best Problem-Driven Analytical Research Paper**, 2017 Decision Science Institute (DSI) Annual Conference.
- 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

- 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)
- Yinliang (Ricky) Tan, and Janice Carrillo, “*Strategic Analysis of the Agency Model for Digital Goods*”, ***Production and Operations Management***, 2017, 26(4), 724-741

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

- Yinliang (Ricky) Tan, Janice Carrillo, and Hsing K. Cheng, “*The Agency Model for Digital Goods*”, ***Decision Sciences Journal***, 2016, 47(4), 628-660
- 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)
- Anuj Kumar, and Yinliang (Ricky) Tan “*Demand Effects of Joint Product Advertising in Online Videos*”, ***Management Science***, 2015, 61(8), 1921-1937

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

#### BOOK CHAPTERS AND CONFERENCE PROCEEDINGS

- 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
- 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

- He Huang, Geoffrey Parker, Yinliang (Ricky) Tan and Hongyan Xu (**Equal contribution**) “*Altruism or Shrewd Business? Implications of Technology Openness on Innovations and Competition*”, Under review
- Subodha Kumar, Yinliang (Ricky) Tan and Lai Wei (**Equal contribution**) “*When to Play Your AD? Optimal Insertion Policy of Behavioral Advertisement*”, Under review

#### WORKING IN PROGRESS

- *Economics of Cloud Computing Pricing* (With Xianjun Geng, and Lai Wei) Target at ***Information Systems Research***

#### TEACHING EXPERIENCE

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

- Teaching Evaluation: **6.8**/7.0, Spring 2018
- Teaching Evaluation: **6.7**/7.0, Spring 2017
- Teaching Evaluation: **6.2**/7.0, Spring 2016

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

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

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

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

**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)

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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

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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

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2017 Nov DSI Annual Meeting (Information Systems and Technology session)  
2017 May POMS Annual Meeting (Invited Talk)  
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 June 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 June 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

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**Senior Editor**, Production and Operations Management, 2018 - 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

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

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

**School Committee Member**,

- Undergraduate Curriculum Committee - A.B. Freeman School of Business, Tulane University 2017
- 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

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**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.