

# Xiaoyang Long

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CONTACT INFORMATION      Email: xiaoyang.long@wisc.edu  
Address: 5176 Grainger Hall, University of Wisconsin-Madison, Madison, WI 53706

PROFESSIONAL EXPERIENCE      **University of Wisconsin-Madison**, Madison, WI, USA      Oct 2017–present  
Assistant Professor of Operations and Information Management, School of Business

**Hong Kong University of Science and Technology**, Hong Kong      Jul–Sept 2017  
Visiting Scholar, Department of ISOM, Business School

EDUCATION      **Hong Kong University of Science and Technology**, Hong Kong      2012–2017  
Ph.D. in Operations Management

**Princeton University**, Princeton, NJ, USA      2008–2012  
Bachelor of Arts in Physics, with Honors  
Certificate in Applied and Computational Mathematics

RESEARCH INTERESTS      Behavioral Operations, Supply Chain Management, Marketing-Operations Interface, Sustainability, New Product Development

PUBLICATIONS      1. Long X, Nasiry J (2022) Sustainability in the fast fashion industry. *Manufacturing & Service Operations Management* 24(3) 1276-1293.

- Selected for presentation in Early-Career Sustainable OM Workshop (2019)

2. Decroix G, Long X, Tong J (2021) How service quality variability hurts revenue when customers learn: Implications for dynamic personalized pricing. *Operations Research* 69(3) 683-708.

- Spotlighted presentation in INFORMS RM&P Conference (2019)

3. Long X, Nasiry J (2020) Wage transparency and social comparison in salesforce compensation. *Management Science* 66(11) 5290-5315.

4. Long X, Nasiry J, Wu Y (2020) A behavioral study on abandonment decisions in multi-stage projects. *Management Science* 66(5) 1999-2016.

- First Place in the 2016 INFORMS Behavioral Operations Management Section Best Working Paper Award
- Honorable Mention in the 2016 CSAMSE Annual Conference/Columbia China Business Initiative Best Paper Award

5. Ha A, Long X, Nasiry J (2016) Quality in supply chain encroachment. *Manufacturing & Service Operations Management* 18(2) 280-298.

- Honorable Mention in the 2015 POMS-HK International Conference Student Paper Competition

6. Long X, Nasiry J (2015) Prospect theory explains newsvendor behavior: The role of reference points. *Management Science* 61(12) 3009-3012.

WORKING  
PAPERS

7. Davis A, Flicker B, Hyndman K, Katok E, Keppler S, Leider S, Long X, Tong J. A replication study of operations laboratory experiments published in *Management Science*. (Minor Revision at *Management Science*.)

8. Long X, Gui L. Waste not want not? The environmental implications of quick response and upcycling. (Major Revision at *Manufacturing & Service Operations Management*.)

- Selected for presentation in Early-Career Sustainable OM Workshop (2022)

9. Dai H, Long X, Zhang D. Is transparency enough? The effect of historical pay information on negotiations (Revise-and-Resubmit at *Journal of Marketing Research*.)

- Honorable Mention in the 2021 INFORMS Behavioral Operations Management Section Best Working Paper Award

10. Long X, Sun J, Dai H, Zhang D. The choice overload effect in online recommender systems: Theoretical framework and field experiment.

TEACHING

**Wisconsin School of Business**

- Instructor, Operations Management (*Undergraduate*) 2018-2022
- Instructor, Procurement and Supply Management (*Undergraduate*) 2020-2022

**HKUST Business School**

- Instructor, Operations Management (*Undergraduate*) Summer 2016
- TA, Management Science (*Undergraduate*) Spring 2013–Spring 2016
- TA, Revenue Management (*Undergraduate*) Fall 2013–Fall 2016
- TA, Pricing and Revenue Management (*MBA*) Spring 2013

CONFERENCE  
PRESENTATIONS

**The Choice Overload Effect in Online Recommender Systems: Theoretical Framework and Field Experiment**

- INFORMS Marketing Science Conference June 2022
- Behavioral Operations Conference, Arkansas June 2022
- POMS Conference April 2022

**Green E-Commerce: The Environmental Implications of Faster Delivery**

- POMS Conference April 2022

**Waste Not Want Not? The Environmental Implications of Quick Response and Upcycling**

- Early-career Sustainable OM Workshop Feb 2022
- INFORMS Annual Meeting Oct 2021
- M&SOM Conference June 2021

**Wage Transparency, Negotiation, and Reference-dependent Utility**

- INFORMS Annual Meeting Oct 2021
- M&SOM Conference June 2021
- INFORMS Annual Meeting Oct 2021

### **Sustainability in the Fast Fashion Industry**

- POMS Online Conference May 2021
- INFORMS Annual Meeting November 2020
- INFORMS Annual Meeting, Seattle October 2019
- CSAMSE International Conference, Chengdu, China July 2019
- Early-career Sustainable OM Workshop, San Diego March 2019

### **Modeling Customer Response to Service Quality Variability with Pricing Implications**

- INFORMS Annual Meeting, Seattle October 2019
- M&SOM Conference, Singapore July 2019
- INFORMS RM&P Conference, Palo Alto June 2019

### **Wage Transparency and Social Comparison in Salesforce Compensation**

- INFORMS Annual Meeting, Seattle October 2019
- POMS Conference, Houston May 2018
- INFORMS Annual Meeting, Houston October 2017

### **A Behavioral Study on Abandonment Decisions in Multi-Stage Projects**

- POMS Conference, Houston May 2018
- INFORMS Annual Meeting, Houston October 2017
- INFORMS Annual Meeting, Nashville November 2016
- CSAMSE International Conference, Hefei, China July 2016
- M&SOM Conference, Auckland, New Zealand June 2016
- Departmental Seminar, HKUST June 2016
- INFORMS Annual Meeting, Philadelphia November 2015

### **Quality in Supply Chain Encroachment**

- INFORMS Annual Meeting, Philadelphia November 2015
- POMS-HK International Conference, Guangzhou, China January 2015
- INFORMS Annual Meeting, San Francisco November 2014
- POMS International Conference, Singapore August 2014

### INVITED SEMINARS

- Olin Business School, Washington University in St. Louis Sept 2022
- Marketing Department, UW-Madison Feb 2022
- School of Management, Fudan University, China Feb 2022
- Center and Laboratory for Behavioral Operations and Economics, UT Dallas Nov 2021
- School of Business, University of Connecticut, Oct 2021
- Paul Merage School of Business, University of California Irvine Nov 2020
- Haas School of Business, University of California Berkeley Oct 2019
- Desautels Faculty of Management, McGill University, Canada Oct 2019
- Renmin University, Renmin Business School, China July 2019
- Management and Human Resources Department, UW-Madison Apr 2019
- Ross School of Business, University of Michigan Feb 2017
- Wisconsin School of Business, University of Wisconsin-Madison Feb 2017
- Kelley School of Business, Indiana University Feb 2017
- Rady School of Management, UC San Diego Jan 2017
- Naveen Jindal School of Management, UT Dallas Jan 2017
- Carey Business School, Johns Hopkins University Jan 2017
- Carroll School of Management, Boston College Jan 2017
- Goizueta Business School, Emory University Jan 2017
- Singapore Management University, Singapore Dec 2016
- Darden School of Business, University of Virginia Dec 2016
- Mendoza College of Business, University of Notre Dame Dec 2016

HONORS AND AWARDS	Honorable Mention in the INFORMS BOM Section Best Working Paper Award	2021
	Erwin A. Gaumnitz Distinguished Faculty Teaching Award, UW-Madison	2021
	Graduate School Research Award (\$10,808); UW-Madison	2021–2022
	<i>Management Science</i> Meritorious Service Award	2021
	<i>Management Science</i> Meritorious Service Award	2020
	Erwin A. Gaumnitz Distinguished Junior Faculty Research Award, UW-Madison	2020
	Fetzer Fellowship, UW-Madison	2020-2021
	Graduate School Research Award (\$34,439); UW-Madison	2020–2021
	<i>Management Science</i> Distinguished Service Award	2019
	Grainger Center for SCM Research Grant	2018, 2019, 2020
	First Place in the INFORMS BOM Section Best Working Paper Award	2016
	Dean’s PhD Fellowship for Research Excellence, HKUST	2016–2017
	Honorable Mention in the 2016 CSAMSE Annual Conference/Columbia China Business Initiative Best Paper Award	2016
	Honorable Mention in the 2015 POMS-HK International Conference Student Paper Competition	2015
	Overseas Research Award for PhD Students, HKUST	2015
	• Visit as a research scholar in the department of Decision Sciences at National University of Singapore	
	Hong Kong PGS Studentship, HKUST	2015–2016
	Hong Kong PhD Fellowship (HKPFS), HKUST	2012–2015
	Allen G. Shenstone Prize in Physics, <i>Thesis Prize</i> , Princeton University	2012

PROFESSIONAL SERVICE	Vice-President, INFORMS Behavioral Operations Management Section (2022-2023)
	Track Chair: POMS College of Behavioral Operations Management (2021)
	Session Chair: INFORMS Annual Meeting (2016, 2017, 2018, 2021, 2022); POMS Annual Conference (2022)
	Judge: POMS College of Behavior in OM Junior Scholar Best Paper Competition (2021, 2022); POMS College of Sustainable Operations Student Paper Competition (2022); INFORMS Behavioral Operations Management Section Best Working Paper Competition (2020, 2021); MSOM Student Paper Competition (2020, 2021, 2022); POMS Product Innovation and Technology Management Student Paper Competition (2020); MSOM Sustainable Operations SIG (2020 2022); MSOM Supply Chain Management SIG (2022); INFORMS Technology, Innovation Management, and Entrepreneurship Section (TIMES) Best Working Paper Competition (2022)
Reviewer ( <i>Management Science, Operations Research, Manufacturing &amp; Service Operations Management, Production and Operations Management, Information Systems Research, Naval Research Logistics, Decision Analysis, Decision Sciences, Omega, The Journal of Law, Economics, and Organization</i> )	
Member (INFORMS, MSOM, POMS)	

UNIVERSITY SERVICE	Undergraduate Curriculum Committee (2021-2023); OIM Research Seminar Series Coor-
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dinator (2019-now); Research Awards Committee (2021); OIM Department Strategy Task Force (2020); Lecturer Search Committee (2022).

MEDIA

“Lack of Environmental Awareness and Preference for Variety Leading Causes of Waste in Fast-Fashion Production”, *ScienceDaily*. June 9, 2022.

“For Project Managers, Fewer Reviews Might Yield Timelier Decisions”, *WSB Forward Thinking Blog*. October 12, 2018.

“Wage Transparency and Social Comparison in Sales Force Compensation”, *Reynolds and Reynolds Sales Leadership Institute Knowledge Series*. 2021.KS.09.

“Wage Transparency Might Make Income Inequality Even Worse”, *UCLA Anderson Review*. June 2, 2021. (Updated: September 2022)