

## 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, New Product Development

PUBLICATIONS      “How Service Quality Variability Hurts Revenue When Customers Learn: Implications for Dynamic Personalized Pricing” (with Greg DeCroix and Jordan Tong), *Operations Research*, Forthcoming.

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

“Wage Transparency and Social Comparison in Salesforce Compensation” (with Javad Nasiry), *Management Science*, 2020, 66(11): 5290-5315.

“A Behavioral Study on Abandonment Decisions in Multi-Stage Projects” (with Javad Nasiry and Yaozhong Wu), *Management Science*, 2020, 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

“Quality in Supply Chain Encroachment” (with Albert Ha and Javad Nasiry), *Manufacturing & Service Operations Management*, 2016, 18(2): 280-298.

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

“Prospect Theory Explains Newsvendor Behavior: the Role of Reference Points” (with Javad Nasiry), *Management Science*, 2015, 61(12): 3009-3012.

WORKING  
PAPERS

“Sustainability in the Fast Fashion Industry” (with Javad Nasiry), under minor revision at *Manufacturing & Service Operations Management*.

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

“Wage Transparency, Negotiation, and Reference-dependent Utility” (with Hengchen Dai and Dennis Zhang), under review.

“Choice Overload with Search Cost and Anticipated Regret: Field Evidence and Theoretical Framework” (with Hengchen Dai, Jiankun Sun, and Dennis Zhang).

“Reducing Deadstock: The Role of Postponement and Upcycling Strategies” (with Luyi Gui).

TEACHING

**Wisconsin School of Business**

- Instructor, Operations Management (*Undergraduate*) 2018-2021
  - SP2021 (4.74, 4.63, 4.61, 4.53/5.00;  $N \approx 100$  per section)
  - SP2020 (4.81, 4.82, 4.45, 4.61/5.00;  $N \approx 100$  per section)
  - SP2019 (4.53, 4.49, 4.46, 4.33/5.00;  $N \approx 100$  per section)
  - SP2018 (4.52, 4.54, 4.42, 4.40/5.00;  $N \approx 100$  per section)
- Instructor, Procurement and Supply Management (*Undergraduate*) 2020-2021
  - SP2021 (4.81/5.00;  $N = 49$ )
  - SP2020 (4.69/5.00;  $N = 48$ )

**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

**Reducing Deadstock: The Role of Postponement and Upcycling Strategies**

- M&SOM Conference June 2021

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

- M&SOM Conference June 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

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

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	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 2016 INFORMS BOM Section Best Working Paper Award	Nov 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

OIM Research Seminar Series Coordinator (2019-now)

Track Chair: POMS College of Behavioral Operations Management (2021)

Session Chair: INFORMS Annual Meeting (2016, 2017, 2018, 2021)

Judge: POMS College of Behavior in OM Junior Scholar Best Paper Competition; INFORMS Behavioral Operations Management Section Best Working Paper Competition (2020); MSOM Student Paper Competition (2020); POMS Product Innovation and Technology Management Student Paper Competition (2020); MSOM Sustainable Operations SIG (2020)

Reviewer (*Management Science, Operations Research, Manufacturing & Service Operations Management, Production and Operations Management, Naval Research Logistics, Decision Analysis, Decision Sciences, Omega*)

Member (INFORMS, MSOM, POMS)

MEDIA

“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: July 2021