

Xiaoyang Long

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*, Forthcoming.

“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 major revision.
- Selected for presentation in Early-Career Sustainable OM Workshop (2019)

TEACHING

Wisconsin School of Business

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

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

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

Quality and Variety in Fast Fashion

- INFORMS Annual Meeting, Seattle October 2019
- CSAMSE International Conference, Chengdu, China July 2019
- Early-career Sustainable OM Workshop, San Diego March 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

- 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 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
	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 (2019-2020)
	Track Chair: POMS College of Behavioral Operations Management (2021)
	Session Chair: INFORMS Annual Meeting (2016, 2017, 2018)
	Judge: POMS Product Innovation and Technology Management Student Paper Competition (2020); MSOM Sustainable Operations SIG (2020)
	Reviewer (<i>Management Science</i> , <i>Operations Research</i> , <i>Manufacturing & Service Operations Management</i> , <i>Production and Operations Management</i> , <i>Naval Research Logistics</i> , <i>Decision Analysis</i> , <i>Decision Sciences</i> , <i>Omega</i>)
	Member (INFORMS, MSOM, POMS)

MEDIA	"For Project Managers, Fewer Reviews Might Yield Timelier Decisions", <i>WSB Forward Thinking Blog</i> . October 12, 2018.
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Updated: June 2020