

February 11, 2026

HAITAO (TONY) CUI
(崔海涛)

321–19th Ave South, Suite 3-150
Minneapolis, MN 55455
Tel: (612) 626-6303
Email: tcui@umn.edu
<http://www.tonycui.com>

EDUCATION

Ph.D. in <i>Managerial Science & Applied Economics</i> , Wharton School, UPENN	August 2005
M.A. in <i>Operations and Information Management</i> , Wharton School, UPENN	Dec. 2002
IMBA (MIT Sloan–Tsinghua co-developed program), Tsinghua University	May 2000
B. Eng. in <i>Industrial Engineering</i> , Tsinghua University	<i>Summa cum Laude</i> May 1998
B. Eng. in <i>Fluid Machinery and Fluid Engineering</i> , Tsinghua University	<i>Magna cum Laude</i> May 1998

PROFESSIONAL EXPERIENCE

Carlson School of Management, University of Minnesota	
Deputy Associate Dean for Global DBA Program	3/1/2017 – present
Ecolab - Pierson M. Grieve Endowed Chair in International Marketing	7/1/2020 – present
Margaret J. Holden and Dorothy A. Werlich Endowed Professorship	7/1/2016 – 6/30/2020
Professor of Marketing	7/1/2017 – present
Associate Professor of Marketing (with tenure)	7/1/2013 – 6/30/2017
Assistant Professor of Marketing	7/18/2005 – 6/30/2013
Lecturer of Marketing	6/13/2005 – 7/17/2005
Ph.D. Coordinator	6/1/2016 – 6/30/2019
Dept. of Industrial & Systems Engineering, College of Science & Engineering, Univ. of Minnesota	
Affiliated Professor	September 2017 – present

ACADEMIC HONORS & AWARDS

2021-	Departmental Editor of <i>OM-Marketing Interface</i> area, <i>Production and Operations Management</i>
2019-	Senior Editor, <i>Service Science</i>
2016-	Guest Associate Editor, <i>Management Science</i>
2015-	Editorial Review Board Member, <i>Journal of Operations Management</i>
2023-	Chair, Academic Committee, Behavioral Operations Management and Research Society, Operations Research Society of China
2025	Award for <i>Faculty of the Year</i> , voted by Carlson CHEMBA EMBA students
2024	<i>Global DBA Teaching Award</i> , voted by Carlson DBA students
2024	INFORMS Society for Marketing Science Doctoral Consortium Faculty Fellow, University of New South Wales, Sydney
2013-2024	Senior Editor of <i>Marketing-OM Interface</i> area, <i>Production and Operations Management</i>
2019-2023	Departmental Editor of <i>Customer Experience, Behavior, and Decision Making</i> area, <i>Service Science</i>
2019-2023	Editorial Review Board Member, <i>Journal of Marketing Research</i>

- 2015-2023 Vice President, Behavioral Operations Management and Research Society, Operations Research Society of China
- 2023 *Global DBA Teaching Award*, voted by Carlson DBA students
- 2023 Award for *Faculty of the Year*, voted by Carlson CHEMBA EMBA students
- 2011-2021 Editorial Review Board Member, *Marketing Science*
- 2022 *Management Science* Meritorious Service Award
- 2020 *Carlson School Teaching Award*, Carlson School of Management, University of Minnesota
- 2020 Award of *DSI Best Problem-Driven Analytical Research Paper*, DSI Conference
- 2020 AMA-Sheth Doctoral Consortium Faculty Fellow, Indiana University
- 2019 Runner-Up of *Best Doctoral Paper in Journal of Marketing Science* Doctoral Consortium, Chengdu China
- 2019 *Management Science* Meritorious Service Award
- 2019 Award for *Outstanding Teaching and Dedication to Helping Students Learn*, Center for Educational Innovation, University of Minnesota
- 2019 Award for *Faculty of the Year*, voted by Carlson CHEMBA EMBA students
- 2017-2019 Vice President, POMS College of Behavioral Operations
- 2016-2019 CTS Scholars Seed Research Funds “Collaborative Consumption in Peer-to-Peer Car Sharing: Models, Analysis, and Experiments”
- 2018 *Management Science* Meritorious Service Award
- 2018 Best Paper Award at the Sixth China Marketing International Conference, Shanghai China
- 2018 Inaugural *Marketing Science Institute (MSI) Scholars* for “top scholars helping to set the research agenda for the field”, Marketing Science Institute
- 2018 Award for *Faculty of the Year*, voted by Carlson CHEMBA EMBA students
- 2018 Finalist, Junior Scholar Paper Competition Awards, POMS CBOM College of Behavioral Operations Management.
- 2017 *Outstanding Research Award*, Carlson School of Management, University of Minnesota
- 2017 AMA-Sheth Doctoral Consortium Faculty Fellow, University of Iowa
- 2017 *Management Science* Distinguished Service Award
- 2017 Award for *Faculty of the Year*, voted by Carlson CHEMBA EMBA students
- 2013-2016 Grant-In-Aid of Research, Artistry, and Scholarship from the Office of the VP of Research, University of Minnesota
- 2009-2016 Carlson Dean’s Small Research Grant
- 2016 *Management Science* Meritorious Service Award
- 2015 *Management Science* Meritorious Service Award
- 2015 Keynote Speaker, 2015 Annual Conference of the Stochastic Service and Operations Management, Operations Research Society of China
- 2015 INFORMS Society for Marketing Science Doctoral Consortium Faculty Fellow
- 2014 *Management Science* Distinguished Service Award
- 2014 *Journal of Marketing Science* Excellent Reviewer Award
- 2013 *Marketing Science* Ranked No. 1 out of Top 25 Reviewers for “most completed reviews”
- 2013 *Management Science* Meritorious Service Award
- 2013 JMS Doctoral Consortium Faculty, Annual Conference of Journal of Marketing Science, Tsinghua University, August 2013
- 2013 Keynote Speaker, the Fifth Taiwan Summer Workshop on OR and Logistics, National Taiwan University, July 2013
- 2013 Albert J. Haring Symposium Representative (Faculty), Indiana University, March 2013
- 2012 *Management Science* Meritorious Service Award
- 2012 *Marketing Science* top 25 reviewers for “most completed reviews”
- 2011 Marketing Science Institute Young Scholars, awarded once every two years to scholars whose work suggests they are “potential leaders of the next generation of marketing academics”
- 2011 *Management Science* Meritorious Service Award

- 2007-2010 3M Non-Tenured Faculty Award (consecutively awarded annually)
- 2010 Keynote Speaker, International Workshop on Behavioral Operations Management, Tsinghua University, Beijing China, December 2010
- 2010 *Representative of Alumni*, 50th Anniversary of State Key Lab of Hydrosience and Engineering, Tsinghua University
- 2009 *Management Science* Meritorious Service Award
- 2006 Research Grant, Institute for Research in Marketing, Carlson School of Management, University of Minnesota
- 2003-2004 INFORMS Society for Marketing Science Doctoral Consortium Fellow
- 2000-2004 University Teaching Fellowship, University of Pennsylvania
- 2004 AMA-Sheth Doctoral Consortium Fellow, Texas A&M University
- 1994-1998 Various First Prize Scholarships every year, Tsinghua University
- 1998 Awards of Excellent Diploma of Tsinghua University
- 1998 Honored Graduate of Tsinghua University
- 1998 Championship, NORTEL-Tsinghua First Entrepreneurship Competition

RESEARCH INTEREST

Behavioral Modeling in Marketing, Behavioral and Experimental Economics; Behavioral Modeling and Big Data, Competitive Strategies, Distribution Channels, Pricing, Marketing-Operations Interfaces

JOURNAL PUBLICATIONS

1. “Behavior-Based Pricing Under Informed Privacy Consent: Unraveling Autonomy Paradox,” with Yunhyoung Kim and Yi Zhu (2025), *Marketing Science*, 44(6) 1362-1380.
2. “[Sellers' Peer Comparison Under Uncertainty in Online Marketplace](#),” with Ming Hu, Zhoupeng Jack Zhang, and Yun Zhou (2025), *Production and Operations Management*, 34(9) 2679-2699.
3. “Partial Refunds as a Strategic Price Commitment Device in Advance Selling in a Service Industry,” with Weishi Lim, Ze Wang, and Zelin Zhang (2021), *European Journal of Operations Research*, 291(3) 1062-1074.
Winner, Best Paper Award at the *Sixth China Marketing International Conference*.
4. “Informational Challenges in the Way of Omnichannel Marketing: Remedies and Future Research,” with Anindya Ghose, Hanna Halaburda, Raghuram Iyengar, Koen Pauwels, S. Sriram, Catherine Tucker, and Sriraman Venkataraman (2021), *Journal of Marketing*, 85(1) 103-120. Equal authorship.
5. “Is Simplicity the Ultimate Sophistication? The Superiority of Linear Pricing,” with Guangwen Kong and Behrooz Pourghannad (2020), *Production and Operations Management*, 29(7) 1767-1788. Equal authorship.
Finalist, Junior Scholar Paper Competition, *POMS College of Behavioral Operations Management*.
6. “Social Motives in Bilateral Bargaining Games: How Power Changes Perceptions of Fairness,” with Paola Mallucci and Diana Wu (2019), *Journal of Economic Behavior & Organization*, 166 138-152. Equal authorship.
7. “Product Variety Strategy after Rival Exit: The Effects of Preexisting Market Structure and New Market Entry,” with Ye Hu and Charlotte R. Ren (2019), *Strategic Management Journal*, 40(2) 253-276. Equal authorship.

8. "Promotions as Competitive Reactions to Recalls and Their Consequences," with Rafael Becerril Arrola, Yan Dong, Shrihari Sridhar, and Chen Zhou (2019), *Journal of the Academy of Marketing Science*, 47(4) 702-722.
9. "[Cognitive Hierarchy in Capacity Allocation Games](#)," with Yinghao Zhang (2018), *Management Science*, 64(3) 1250-1270. Equal authorship.
10. "[Fairness Ideals in Distribution Channels](#)," with Paola Mallucci (2016), *Journal of Marketing Research*, 53(6) 969-987. Equal authorship.
11. "Contract Preferences and Performance for the Loss Averse Supplier: Buyback versus Revenue Sharing," with Karen Donohue and Yinghao Zhang (2016), *Management Science*, 62(6) 1734-1754.
12. "Service Failure Recovery and Prevention: Managing Stockouts in Distribution Channels," with Yan Dong, Kefeng Xu, and Yuliang Yao (2015), *Marketing Science*, 34(5) 689-701. Equal authorship.
Invited to participate in the [Science-2-Practice Initiative](#) at *Marketing Science*
13. "[The Benefit of Uniform Price for Branded Variants](#)," with Yuxin Chen (2013), *Marketing Science*, 32(1) 36-50. Equal authorship.
Invited to participate in the [Science-2-Practice Initiative](#) at *Marketing Science*
14. "[Behavioral Models of Managerial Decision-Making](#)," with Avi Goldfarb, Teck-Hua Ho, Wilfred Amaldoss, Alexander Brown, Yan Chen, Alberto Galasso, Tanjim Hossain, Ming Hsu, Noah Lim, Mo Xiao, and Botao Yang (2012), *Marketing Letters*, 23(2) 405-421.
15. "[When Acquisition Spoils Retention: Direct Selling vs. Delegation under CRM](#)," with Yan Dong and Yuliang Yao (2011), *Management Science*, 57(7) 1288-1299. Equal authorship.
16. "[Reference-Dependence in Multi-Location Newsvendor Models: A Structural Analysis](#)," with Teck-Hua Ho and Noah Lim (2010), *Management Science*, 56(11) 1891-1910. Equal authorship.
17. "[The Length of Product Line in Distribution Channels](#)," with Yunchuan Liu (2010), *Marketing Science*, 29(3) 474-482. Equal authorship.
18. "[Behavioral Research and Empirical Modeling of Marketing Channels: Implications for Both Fields and a Call for Future Research](#)," with Robert J. Meyer, Joachim Vosgerau, Vishal Singh, Joel E. Urbany, Michael I. Norton, Brian T. Ratchford, Alessandro Acquisti, David R. Bell, Barbara E. Kahn (2010), *Marketing Letters*, 21(3) 301-315.
19. "[A Price Discrimination Model of Trade Promotions](#)," with Jagmohan S. Raju and Z. John Zhang (2008), *Marketing Science*, 27(5) 779-795.
20. "[Fairness and Channel Coordination](#)," with Jagmohan S. Raju and Z. John Zhang (2007), *Management Science*, 53(8) 1303-1314.
21. "Marketing Strategies towards *Nouveau Riche* Consumers," with Z. John Zhang (2014), *PKU Business Review* (in Chinese), 117 pp. 132-136.
22. "The Rise of Power Retailers in China and Manufacturers' Counter Strategies," with Z. John Zhang (2006), *PKU Business Review* (in Chinese), 20 (4) pp. 96-99.
23. "Buyback versus Revenue Sharing Contracts: Influence of Loss Aversion and Payment Timing," with Karen Donohue and Yinghao Zhang, *Proceedings of MSOM Conference* 2011.

WORKING PAPERS AND RESEARCH PROJECTS IN PROGRESS

1. “Talking without Speaking: Paid Trolls on Social Media and Court Decision,” with Yi Liu (2025), minor revision, revising for fourth round review at *Marketing Science*.
2. “Disclosure of Listing Time on Platforms: Quality Signaling With Strategic Sellers” with Fangyuan Yu and Lei Zhuang (2025), under review, *Management Science*.
3. “Corporate Social Responsibility: Selling and Donating Strategies in Primary and BoP Markets,” with Xinyue Cai, Chen Hu, and Yongbao Xiao (2025), revising for resubmission.
4. “Donation and Pricing Decisions for a Socially Responsible Firm with Prosocial Consumers,” with Xinyue Cai, Chen Hu, and Yongbao Xiao (2025), revising for resubmission.
5. “The Blessing of Bounded Rationality in Distribution Channels,” with Yusong Wang and Lei Zhuang (2025), revising for resubmission.
6. “Mitigating Pull-to-center in a Paired Newsvendor: The Role of Social Comparison,” with Qinglong Gou, Juan Li, and Yina Li, revising for resubmission.
7. “Effects of Product Subscription in a Multi-product Context” with Yilong Liang and Yue Qian (2025), final preparation for submission. Equal authorship.
8. “Behavioral Operations Management: Description, Discovery, and Prediction” with Juan Li, Feng Lu, and Ou Tang (2025), reject and resubmit, *Production and Operations Management*. Equal authorship.
9. “How to Organize Tiered Competition for Prescription Drugs: Formulary Structure and Bargaining Process?” with Preyas Desai and Huihui Wang (2022), final preparation for submission. Equal authorship.
10. “Reference-Dependent Preferences and Sales Force Compensations,” with Jagmohan S. Raju, Mengze Shi, and Yinghao Zhang (2022), final preparation for submission. Equal authorship.
11. “How Offline Experience Changes Online Behavior of Member-Customer Segments,” with George John, Yilong Liang, Yue Qian, and Shilei Yang (2025), revising for resubmission.
Runner-Up, *Best Doctoral Paper in Journal of Marketing Science* Doctoral Consortium
12. “Service Failures in Competition with Consumer Loss Aversion,” with Yan Dong and Kefeng Xu (2020), revising for resubmission. Equal authorship.

BOOK CHAPTERS

1. “Incorporating Behavioral Factors into Operations Theory,” with Yaozhong Wu (2019), *The Handbook of Behavioral Operations*, K. Donohue, E. Katok, and S. Leider, editors. John Wiley & Sons, Inc. Hoboken NJ.
2. “Social Preferences and Distribution Channels,” with Paola Mallucci, Jagmohan S. Raju, Z. John Zhang (2019), *Handbook of Research on Distribution Channels*, C. Ingene and R. Dant, editors. Edward Elgar Publishing.

TEACHING EXPERIENCE

Program Developer: developed Carlson DBA program between Carlson School of Management, University of Minnesota and School of Economics and Management, Tsinghua University, 2014 – present

Program Developer: developed the exchange program (undergraduate) between Carlson School of Management, University of Minnesota and School of Economics and Management, Tsinghua University, Spring 2010 – present

Program Developer: help design and promote the CHEMBA program in Guanzhou, China (Carlson Executive MBA program in China) for improving its positioning, branding, recruiting, and expansion, etc., August 2011 – 2024.

Course Developer: developed the joint course of Global Business Practicum in Northern China (MBA elective) between Carlson School of Management, University of Minnesota and Cheung Kong Graduate School of Business, Fall 2006-Spring 2013

Case development: Hengri's Brand-Building Journey (both English and Chinese versions), Case Center of Cheung Kong Graduate School of Business.

Ph.D. seminar: *Marketing Modeling*. Spring 2026 (scheduled), Spring 2024, Spring 2022, Spring 2020, Fall 2017, Fall 2015, Fall 2012, Fall 2010, Fall 2008 [stellar rating scores]

DBA core: *Marketing Strategies for Firms in The Era of Globalization*, Winter 2026 (scheduled), Winter 2025, Winter 2024, Winter 2023, Summer 2022, Spring 2021, Fall 2020, Spring 2019, Spring 2018, Summer 2017 (2 sections), Winter 2016 [stellar rating score]

EMBA core (25 students/class): *Pricing in a Digital Economy*. Summer 2024 [stellar rating scores]

EMBA core (25 or 60 students/class): *Strategic Marketing Management*. Summer 2022, Summer 2021, Summer 2020, Fall 2018, Fall 2017, Summer 2016, Summer 2015, Spring 2015, Summer 2014, Summer 2013, Summer 2012, Summer 2011 [stellar rating scores]

Mini-EMBA core (50 students/class): *Strategic Marketing Management*. Fall 2012 (2 sections), Fall 2011, Summer 2011 [excellent rating scores]

Mini-EMBA core (30 students/class): *MBA Essentials*. Fall 2014 (2 sections), Spring 2014, Spring 2013, Fall 2013 (2 sections) [excellent rating score]

MBA core (60 students/class): *Marketing Management*. Fall 2014 (2 sections), Fall 2013 (2 sections), Spring 2012, Spring 2011 [stellar/excellent rating scores]

MBA elective (35 students/class): *Marketing Analytics – Managerial Decisions*: Fall 2025 (scheduled), Spring 2025, Summer 2024 (online), Spring 2024, Summer 2023 (online), Spring 2023, Summer 2022 (2 sections, online), Spring 2022, Summer 2021 (online), Spring 2021, Summer 2020 (online), Spring 2020, Fall 2019 [stellar/excellent rating scores]

MBA elective (35 students/class): *Business Research Methods*. Spring 2019, Spring 2018, Spring 2017 [stellar/excellent rating scores]

MBA elective (25 students/class): *Global Business Practicum in Northern China*. Summer 2014, Summer 2013, Summer 2012, Summer 2011, Summer 2010, Summer 2009 [stellar/excellent/fine rating scores]

MBA elective (25 students/class): *China Seminar – An International Business Challenge*. Summer 2008 [excellent rating score]

MBA elective (30-46 students/class): *Marketing Research*. Fall 2016, Fall 2015, Fall 2012, Fall 2011, [stellar/excellent rating scores]

Master of Marketing core (30 students/class): *Marketing Analytics II*. Spring 2023 (scheduled), Spring 2022.

EDP program (various classes): *Marketing in China*. Spring 2013; *Channel Management in Emerging Market*. Spring 2013; *Marketing Management in Financial Industry*. Fall 2015, Fall 2014 [stellar rating score]

Undergraduate elective (46 students/class): *Marketing Research*. Fall 2009-2010, Spring 2006 – 2009 [stellar/excellent/fine rating scores]

TEACHING INTEREST

Brand Management, Channel Management, International Marketing, Marketing Analytics, Marketing Management, Marketing Research, New Product Development, Pricing Strategies, Strategic Marketing

EDITORIAL REVIEW BOARD

Co-Guest Editor

Service Science Special Issue: Navigating the Use of Technology in Service Marketing (2023.1 – 2024.12)

Departmental Editor

Production and Operations Management (Department of OM-Marketing Interfaces, 2021.9 – present)
Service Science (Department of Customer Experience, Behavior & Decision Making, 2019.1 – 2023.12)

Senior Editor

Production and Operations Management (2013.12 – 2024.6)

Guest Associate Editor

Management Science (2016.1 – present)

Editorial Review Board Member

Marketing Science (2011.1 – 2021.12)
Journal of Marketing Research (2019.4 – 2023.12)
Journal of Marketing Science (2013.8 – present)
Journal of Operations Management (2015.8 – present)

AD HOC REVIEWER

<i>Austria Science Fund (FWF)</i>	<i>Decision Sciences</i>
<i>European Journal of Operations Research</i>	<i>Experimental Economics</i>
<i>Frontiers in Psychology</i>	<i>Information Systems Research</i>
<i>International Journal of China Marketing</i>	<i>International Journal of Production Economics</i>
<i>International Journal of Production Research</i>	<i>Israel Science Foundation</i>
<i>Journal of Economic Behavior & Organization</i>	<i>Journal of Marketing</i>
<i>Journal of Marketing Research</i>	<i>Journal of Marketing Science</i>
<i>Journal of Operations Management</i>	<i>Journal of Retailing</i>
<i>Journal of Revenue and Pricing Management</i>	<i>Journal of Service Research</i>
<i>Journal of Systems Science and Systems Engineering</i>	<i>Journal of the Operational Research Society</i>
<i>Management Science</i>	<i>Manufacturing & Service Operations Management</i>
<i>Marketing Science</i>	<i>Mathematical Problems in Engineering</i>
<i>Mathematics</i>	<i>Omega</i>
<i>Operations Research</i>	<i>OR Spectrum</i>
<i>Production and Operations Management</i>	<i>Quantitative Marketing and Economics</i>
<i>Research Grants Council (RGC) of Hong Kong</i>	<i>Review of Marketing Research</i>
<i>Service Science</i>	<i>Social Sciences and Humanities Research Council of Canada</i>
<i>SWISS National Science Foundation</i>	<i>Universal Journal of Financial Economics</i>

PROFESSIONAL ACTIVITIES & AFFILIATIONS

2025- VP - Chinese Scholars Marketing Association (CSMA) Council
2025- VP - External, Executive Committee, Tsinghua Alumni Academia Club of North America (TAAC)
2023- Board Director, Board of Directors, Tsinghua Alumni Academia Club of North America (TAAC)
2017- Deputy Associate Dean for Global DBA Program, Carlson School of Management, Univ. of Minnesota

2013- Chair/Committee Member, Faculty Tenure Research Review Committee, Carlson School of Management, Univ. of Minnesota

2026 Conference Track Chair, Track of Marketing-Operations Interface, 2026 POMS Conference, Reno NV

2025 Conference Track Chair, Track of Marketing-Operations Interface, 2025 POMS Conference, Atlanta GA

2025 Committee Member, Suresh Sethi Best Interdisciplinary Paper Award, *Production and Operations Management*

2023-2024 Committee Member, Executive Committee, Tsinghua Alumni Academia Club of North America (TAAC)

2016-2024 Faculty Member, Initiative on the Sharing Economy, University of Minnesota

2024 Conference Co-Chair, the 16th International Workshop on Behavioral Operations Management, Qingdao Shandong, China

2024 Conference Organizing Committee Member, 2024 MSOM Conference, Minneapolis MN

2024 Conference Track Chair, Track of Marketing-Operations Interface, 2024 POMS Conference, Minneapolis MN

2023 Member, Conference Organizing Committee, Behavioral Industrial Organization & Marketing Symposium (BIOMS), University of Michigan

2023 Conference Co-Chair, the 15th International Workshop on Behavioral Operations Management, Wuxi Jiangsu, China

2022-2023 UMN ISyE Faculty Recruiting Committee, Department of Industrial and Systems Engineering, Univ. of Minnesota

2022-2023 Review Committee, POMS College of Service Operations Management Best Paper Award Competition

2022 Conference Committee, International Program Committee Member at 2022 POMS International Conference in China, Xian China

2022 Conference Co-Chair, the 14th International Workshop on Behavioral Operations Management, Guilin Guangxi, China

2022 International Program Committee, 2022 POMS International Conference in China, Xi'an Shanxi, China

2021 Conference Co-Chair, the 13th International Workshop on Behavioral Operations Management, Chinese University of Hong Kong (Shenzhen), Shenzhen Guangdong, China

2013-2020 Faculty Member, Social Media and Business Analytics Collaborative (SOBACO), University of Minnesota

2019-2020 Faculty Recruiting Committee, Marketing Department, Carlson School of Management, Univ. of Minnesota

2020 Conference Co-Chair, the 12th International Workshop on Behavioral Operations Management, Nanjing University, Nanjing, China

2020 Chair, Marketing and Operations Management Track, The 31st POMS Annual Conference, Minneapolis MN (postponed to 2021)

2019 Member, Conference Organizing Committee, Behavioral Industrial Organization & Marketing Symposium (BIOMS), University of Michigan

2019 Conference Co-Chair, the 11th International Workshop on Behavioral Operations Management, Beijing Foreign Studies University & Tsinghua University, Beijing, China

2017-2019 Vice President, POMS College of Behavioral Operations

2016-2019 Coordinator, Marketing Department Ph.D. Committee, Carlson School of Management, Univ. of Minnesota

2018 Member, Conference Organizing Committee, Behavioral Industrial Organization & Marketing Symposium (BIOMS), University of Michigan

2018 International Program Committee, POMS International Conference, Tianjin University, Tianjin, China

- 2018 Conference Co-Chair, the 10th International Workshop on Behavioral Operations Management, The South China University of Technology & Tsinghua University, Guangzhou, China
- 2017-2018 UMN ISyE Faculty Recruiting Committee, Department of Industrial and Systems Engineering, Univ. of Minnesota
- 2017 Conference Co-Chair, the 9th International Workshop on Behavioral Operations Management, Northeastern University & Tsinghua University, Shenyang, China
- 2014-2017 Invited Reviewer, 2016 EMAC (European Marketing Academy) Conference
- 2016 Co-Founder and co-Chair, Conference Organizing Committee, Inaugural Behavioral Industrial Organization & Marketing Symposium (BIOMS), University of Michigan
- 2016 Faculty Recruiting Committee, Marketing Department, Carlson School of Management, Univ. of Minnesota
- 2016 Conference Co-Chair, the 8th International Workshop on Behavioral Operations Management, Southeast University & Tsinghua University, Nanjing, China
- 2015-2016 University Senator, University of Minnesota
- 2007-2016 Marketing Department Ph.D. Committee, Carlson School of Management, Univ. of Minnesota
- 2015 Conference Co-Chair, the 7th International Workshop on Behavioral Operations Management, Tianjin University & Tsinghua University, Tianjin, China
- 2015 Chair, Behavioral Operations Cluster, 2015 INFORMS Annual Meeting, Philadelphia PA
- 2015 Chair, Business Research Methods Committee, Carlson School of Management, Univ. of Minnesota
- 2015 Conference Organizing Committee, 2015 China Marketing International Conference, Xi'an, China
- 2014 Conference Co-Chair, the 6th International Workshop on Behavioral Operations Management, University of Shanghai for Science and Technology & Tsinghua University, Shanghai, China
- 2014 Carlson Tenured Faculty Recruiting Committee, Carlson School of Management, Univ. of Minnesota
- 2014 Carlson Mid-Term Review Committee, Carlson School of Management, Univ. of Minnesota
- 2013-2014 Invited Reviewer, Social Sciences and Humanities Research Council of Canada (SSHRC)
- 2013-2014 Invited Reviewer, Division of Humanities and Social Sciences, Swiss National Science Foundation
- 2013-2014 Chair, Faculty Recruiting Committee, Marketing Department, Carlson School of Management, Univ. of Minnesota
- 2013 Conference Co-Chair, Conference Program Organizing Committee, the 5th International Workshop on Behavioral Operations Management, Dalian University of Technology, Dalian, China
- 2013 Chair, Roundtable Forum, The 5th International Workshop on Behavioral Operations Management, Dalian University of Technology, Dalian, China
- 2012-2013 EMBA Professor Committee (EMBA 教授委员会), Cheung Kong Graduate School of Business, 2012-2013 (invited)
- 2012 Conference Organizing Committee, The 4th International Workshop on Behavioral Operations Management, Southwestern University of Finance and Economics, Chengdu, China
- 2011 Conference Organizing Committee, The 3rd International Workshop on Behavioral Operations Management, Tsinghua University, Beijing, China
- 2010-2011 EMBA Thesis Defense Committee, Cheung Kong Graduate School of Business (invited)
- 2009-2011 MBA Thesis Defense Committee, Cheung Kong Graduate School of Business (invited)
- 2010-2012 Peer Mentor, Professor Yu Wang, University of Texas at Dallas
- 2009 Judge, POMS College of Supply Chain Management Student Paper Competition
- 2009 Expert Reviewer, *Journal of Marketing Science (JMS)* Conference Paper Review Committee
- 2009 Judge, *Journal of Marketing Science (JMS)* Doctoral Dissertation Competition Committee
- 2008-2009 Chair, Faculty Recruiting Committee, Marketing Department, Carlson School of Management, Univ. of Minnesota

- 2006-2008 Faculty Recruiting Committee, Marketing Department, Carlson School of Management, Univ. of Minnesota
- 2004- American Economic Association
- 2004- American Marketing Association
- 2004- INFORMS
- 2005- Society for Judgment and Decision Making

CONFERENCE ACTIVITIES & INVITED TALKS

Part 1

Track Chair – Track of Marketing and Operations Management, The POMS Annual Meeting Conference 2026, Reno NV, May 2026

Session Chair – “Behavioral Operations Management”, Track of Behavioral Operations Management, The POMS Annual Meeting Conference 2026, Reno NV, May 2026

Keynote Speech – “*Talking without Speaking: Social Media and Court Decision*,” The POMS China Annual Meeting Conference 2025, Sanya Hainan, China, July 2025

Track Chair – Track of Marketing and Operations Management, The POMS Annual Meeting Conference 2025, Atlanta GA, May 2025

Session Chair – “Collaboration Building between Academia and Industry”, The FFSE 2024 Conference, Tsinghua Alumni Academia Club (TAAC) of North America, Lingnan University, Hong Kong, July 2024

Keynote Speech – “*Talking without Speaking: Social Media and Court Decision*,” China Marketing International Conference 2024 (CMIC), Zhengzhou China, July 2024

Consortium Fellow – “*Analytical Intelligence*”, 2024 ISMS Doctoral Consortium, University of New South Wales, Sydney, June 2024

Keynote Speech – “Evolution of Research Topics in Behavioral Operations Management”, The Sixth Behavioral and Experimental Economics Forum, Shandong University, Shandong China, June 2024

Track Chair – Track of Marketing and Operations Management, The POMS Annual Meeting Conference 2024, Minneapolis MN, April 2024

Session Chair – “*BOM and Consumer Decision Making*,” The POMS Annual Meeting Conference 2024, Minneapolis MN, April 2024

Moderator – Panel of “Outline for the Revitalization of Quality Management,” 2023 China Annual Conference by the Chinese Economists Society, Wuhan China, June 2023

Keynote Speech – “*Behavioral Operations Management: Authors, Topics, and Directions*,” The Third Young Scholars Forum on Operations Management, Shanghai University of Finance and Economics, Shanghai China, April 2023

Keynote Speech – “*Behavioral Operations Management: Description, Discovery, and Prediction*,” National Conference on Supply Chain and Operations Management, Changsha China, December 2022

Keynote Speech – “*Conducting Research in Behavioral Modeling*,” Business Lecture Hall Series - Academic Forum for Scholarly Authority, Jiangnan University, Wuxi China, November 2022

Keynote Speech – “*Conducting Research in Behavioral Modeling*,” China Marketing Association of University (CMAU) Annual Meeting, Changchun China, July 2022

Keynote Speech – “*Conducting Research in Behavioral Modeling*,” 2022 Behavioral and Service Operations Management Workshop, South China University of Technology, Guangzhou China, May 2022

Keynote Speech – “*An Analysis on Trends of Scholar Cooperation and Evolutions of Research Topics in Behavioral Operations Management*,” Summer Camp on Behavioral Modeling, Southwestern University of Finance and Economics, Sichuan China, February 2022

Keynote Speech – “*An Analysis on Trends of Scholar Cooperation and Evolutions of Research Topics in Behavioral Operations Management*,” 2022 Distinguished Scholars Forum, School of Business, East China Normal University, Shanghai China, January 2022

Keynote Speech – “*An Analysis on Trends of Scholar Cooperation and Evolutions of Research Topics in Behavioral Operations Management*,” 2021 International Workshop on Behavioral Operations Management, Shenzhen China, December 2021

Keynote Speech – “*An Analysis on Trends of Scholar Cooperation and Evolutions of Research Topics in Behavioral Operations Management*,” 2021 CSU Distinguished Scholars Forum, School of Business, Central South University, Changsha China, October 2021

Invited Speech – “*How Chinese Brands Go Overseas*,” China Office, University of Minnesota, Beijing Office, September 2021

Keynote Speech – “*The Blessing of Bounded Rationality in Distribution Channels*,” The Fourth Central Plains International Marketing Research Forum, November 2020

Keynote Speech – “*Incorporating Human Behaviors into Operations Management/Research - Enriching Traditional Operations Research with Behavioral Modeling*,” 2020 Annual Meeting of Operations Research Society of China, Hefei China, October 2020

Faculty Fellow – “*Behavioral Modeling in Marketing*,” 2020 AMA-Sheth Foundation Doctoral Consortium Faculty Fellow, Indiana University, June 2020 (postponed to August 2021)

Track Chair – Track of Marketing and Operations Management, The POMS Annual Meeting Conference 2020, Minneapolis MN, April 2020 (postponed to April 2021)

Session Chair – “*Behavioral/Experimental Economics and Behavioral Operations: Opportunities and Challenges*,” The POMS Annual Meeting Conference 2020, Minneapolis MN, April 2020 (postponed to April 2021)

Panel Discussant – “*How to write an influential paper -- Editorial discussions*,” Editor Session, China Marketing International Conference (CMIC) Conference 2019, Guangzhou China, July 2019

Session Chair – “*How to make business successful both domestically and globally?*,” Business Executive Round Table Discussion Session, Carlson Centennial Asian Forum, Shanghai China, June 2019

Keynote Tutorial Talk – “*Incorporating Behavioral Factors into Operations Theory*,” 2018 International Workshop on Behavioral Operations Management, Guangzhou China, December 2018

Scholar Sharing Talk – “*Behavioral Modeling in Marketing*,” The Inaugural Marketing Science Institute (MSI) Scholars Conference, Breckenridge Colorado, August 2018

Summer Camp Chair – “*Summer Camp of Behavioral Modeling in Business*,” Southwestern University of Finance and Economics, June 2018.

Tutorial Lecture – “*How to Build Behavioral Modeling Models*,” Young Scholar’s Workshop at the 13th Annual Behavioral Operations Conference, Naveen Jindal School of Management, University of Texas at Dallas, June 2018

Keynote Speech – “*Behavioral Modeling in Marketing: From Behavioral and Experimental Economics to Marketing Modeling*,” 2017 International Forum of Marketing Science & Applications, Changsha China, July 2017

Keynote Speech – “*Generating and Implementing Research Ideas*,” Doctoral Consortium, China Marketing International Conference 2017 (CMIC), Beijing China, July 2017

Faculty Fellow – “*Behavioral Modeling in Marketing*,” 2017 AMA-Sheth Foundation Doctoral Consortium Faculty Fellow, University of Iowa, June 2017

Keynote Speech – “*Behavioral Modeling in Marketing*,” China Marketing International Conference 2016 (CMIC), Qingdao China, July 2016

Cluster Chair – Behavioral Operations Cluster, 2015 INFORMS Annual Meeting, Philadelphia PA, November 2015

Session Chair – “*From Behavioral/Experimental Economics to Behavioral Operations: Opportunities and Challenges*,” The INFORMS Annual Meeting Conference 2015, Philadelphia PA, November 2015

Session Chair – “*BMiM: Behavioral Modeling in Marketing*,” China Marketing International Conference 2015 (CMIC), Xi’An China, July 2015

Keynote Speech – “*From Behavioral/Experimental Economics to Behavioral Operations Management/Research*,” 2015 Annual Conference of the Stochastic Service and Operations Management, Operations Research Society of China, July 2015

Faculty Fellow – “*Behavioral Modeling in Marketing*,” 2015 INFORMS Society for Marketing Science Doctoral Consortium Faculty Fellow, Baltimore MD, June 2015

Invited Discussant of the paper “*Channel Construction in Emerging Markets*” by Tinglong Dai and Jian Ni (John Hopkins University), Ninth Annual UT Dallas FORMS Conference, University of Texas at Dallas, Dallas TX, February 2015

Session Chair – “*Behavioral Modeling in Business*,” The INFORMS Annual Meeting Conference 2014, San Francisco CA, November 2014

Invited Discussant for the session of “*Brand Management & Visibility*,” 2014 Frontiers of Business Research in China International Symposium — Business Administration in the Changing Environment, School of Business, Renmin University of China, Beijing, China, June 2014

Session Chair – “*Behavioral Modeling and Studies in Business*,” The INFORMS Annual Meeting Conference 2013, Minneapolis Minnesota, October 2013

Keynote Speech – “*Behavioral Modeling in Marketing and Operations: A Theoretical Framework and Experimental Applications*,” The Fifth Taiwan Summer Workshop on OR and Logistics, National Taiwan University, July 2013

Invited Lecture – “*New Trends and Research Topics in Behavioral Modeling*” International Workshop on Behavioral Operations Management, Southwestern University of Finance and Economics & Tsinghua University, Chengdu China, December 2012

Invited Speech – “*Social Preferences and Pricing*,” presentation at the Board Meeting of Institute of Research in Marketing, Carlson School of Management, University of Minnesota, December 2012

Session Chair – “*The Cost of Social Pressure on Corporate Social Responsibility*,” in the session of *Cause Marketing, Green Marketing, and Corporate Social Responsibility*, 2012 INFORMS International Conference, Beijing, China, June 2012

Invited Lecture – “*Behavioral Modeling Research Paradigm*” International Workshop on Behavioral Operations Management, Tsinghua University, Beijing China, December 2011

Session Chair – “*Fairness Ideals in Distribution Channels*,” in the 4th Overseas Chinese Scholars Association in Management Science and Engineering Annual International Conference, Tianjin University, July 2011

Invited Discussant of the paper “*Strategic Consumer Competition between Heavy and Light Users*” by Professor Steven Mark Shugan (University of Florida), Summer Institute in Competitive Strategy (SICS), University of California at Berkeley, Berkeley CA, July 2011

Keynote Speech – “*Quantal Response Equilibrium in Fair Channel - An Experimental Investigation*,” International Workshop on Behavioral Operations Management, Tsinghua University, Beijing China, December 2010

Invited Session – “*Competitive Implications of Haggling: A Theoretical and Experimental Investigation*,” the session of *Experiments on Pricing and Other Exchange Mechanisms* at the INFORMS Marketing Science Conference 2010, University of Cologne, Germany, June 2010

Invitational Choice Symposium – “*Quantal Response Equilibrium in Fair Channel - An Experimental Investigation*,” presented in the session of *Empirical Examination of Behavioral Models of Managerial Decision Making*, 8th triennial Invitational Choice Symposium, Ocean Reef Club, North Key Largo, Florida, May 2010

Session Chair – “*Experimental Studies on Sales and Channel Contracts*” in Behavioral Operations Management, INFORMS Annual Conference 2009, San Diego, October 2009

Invited Conference – “*Fairness and Distribution Channels*”, Erin Anderson Research Conference, Wharton School of Business, UPENN, October 17-19, 2008

Invited Session – “*An Experimental Investigation of Risk-Pooling Effect*,” INFORMS Annual Conference 2007, Seattle WA, November 2007

Invited Session – “*Fairness and Channel Coordination*,” 2007 AMA Summer Marketing Educators’ Conference, Washington, D.C., August 2007

Invited Session – “*Fairness and Channel Coordination*,” INFORMS Annual Conference 2005, New Orleans/San Francisco, November 2005

Session Chair – “*A Price Discrimination Theory of Trade Promotions*,” INFORMS Marketing Science Conference 2003, University of Maryland, College Park MD

Part 2

University of Liverpool Management School, June 2026 (scheduled)

Shenzhen University, January 2026

Nanyang Technological University, September 2025

Tsinghua University, July 2025

Fudan University, July 2025

Beijing Institute of Technology, July 2025

University of Science and Technology Beijing, July 2025

Beihang University, April 2025

McGill University, April 2025

The University of Hong Kong (Department of Data and Systems Engineering), April 2025

University of North Carolina at Chapel Hill, March 2025

The Hong Kong Polytechnic University, January 2025
The Hong Kong University of Science and Technology, January 2025
South China University of Technology, December 2024
The University of Hong Kong, November 2024
China University of Petroleum (Hua Dong), May 2024
Chinese University of Hong Kong – Shenzhen, December 2023
Guilin University of Electronic Technology, December 2023
City University of Hong Kong, September 2023
Northeastern University, Shenyang China, August 2023
School of Economics and Management, Tsinghua University, July 2023
University of Science and Technology of China, July 2023
Xiamen University, July 2023
Shanghai University of Finance and Economics, July 2023
Shanghai University of Finance and Economics, April 2023
Fudan University, December 2022
Jiangnan University, November 2022
Southeast University, June 2022
HKU Business School, Hong Kong University, May 2022
School of Economics and Management, Tsinghua University, September 2021
Rutgers Business School, Rutgers University at Newark and New Brunswick, May 2021
School of Data Science, The Chinese University of Hong Kong (Shenzhen), April 2021
School of Management, Fudan University, September 2020
POMS 30th Annual Conference, Washington D.C., May 2019
CUHK Business School, The Chinese University of Hong Kong, March 2018
24th Annual Sheth Foundation Research Camp, Joseph M. Katz Graduate School of Business, U of Pittsburgh, January 2018
NUS Business School, National University of Singapore, December 2017
Sun Yat-Sen Business School, Sun Yat-Sen University, November 2017
School of Management, Xiamen University, November 2017
Tsinghua Conference on Behavioral, Experimental and Theoretical Economics, July 2017
School of Economics and Management, Wuhan University, May 2017
Robert H. Smith School of Business, University of Maryland, April 2017
John M. Olin School of Business, Washington University at St. Louis, February 2016
Smeal College of Business, Penn State University, October 2015
China Marketing International Conference 2015, Xi'An China, July 2015

Shanghai University of Finance and Economics, Shanghai China, July 2015
International Interdisciplinary Business-Economics Advancement Conference, Florida, March 2015
Ninth Annual UT Dallas FORMS Conference, February 2015
Tianjin University, Tianjin China, December 2014
Antai College of Economics & Management, Shanghai Jiao Tong University, December 2014
School of Economics and Management, Tsinghua University, October 2014
Department of Systems Engineering, Northeastern University, Shenyang China, October 2014
Faculty of Business, The Hong Kong Polytechnic University, September 2014
School of Business, Renmin University of China, June 2014
School of Management, Sabanci University, Istanbul Turkey, May 2014
School of Management, Fudan University, January 2014
School of Economics and Management, Tsinghua University, December 2013
Naveen Jindal School of Management, University of Texas at Dallas, December 2013
8th Annual Behavioral Operations Conference, Univ. of Michigan, Ann Arbor, MI, June 27-29, 2013
School of Business, Renmin University, Beijing China, June 2013
China Europe International Business School (CEIBS), Shanghai China, May 2013
Marketing Camp, Foster School of Business, University of Washington, April 2013
Shanghai Advanced Institute of Finance, April 2013
Fuqua School of Business, Duke University, February 2013
Carlson Summer Applied Economics Seminars and Workshops, Univ. of Minnesota, August 2012
2012 CKGSB Marketing Research Forum (MRF 2012), Beijing, China, June 2012
Bauer College of Business, University of Houston, March 2012
Rotman School of Management, University of Toronto, March 2012
The Hong Kong University of Science and Technology, February 2012
Nanjing University, February 2012
Carlson School of Management, University of Minnesota, September 2011
Cheung Kong Graduate School of Business, Beijing China, May 2011
The University of Kansas, Lawrence KS, April 2011
Cheung Kong Graduate School of Business, Beijing China, March 2011
The Marketing Science Institute 6th Biennial Young Scholars Program, Park City, Utah, January 2011
Department of Industrial Engineering, Tsinghua University, Beijing China, May 2010
Fourth Annual UT Dallas FORMS Conference, February 2010
University of Minnesota Marketing Department Colloquia, January 2010
Summer Institute in Competitive Strategy (SICS), UC Berkeley, Berkeley CA, July 2009
Cheung Kong Graduate School of Business *Marketing Research Forum* (MRF 2009), June 2009

Smeal College of Business, The Pennsylvania State University, February 2009
General Mills Inc., January 2009
Guanghua School of Management, Peking University, Beijing, China, November 2008
School of Economics and Management, Tsinghua University, Beijing, China, November 2008
Industrial and System Engineering Department, University of Minnesota, November 2008
INFORMS Marketing Science Conference 2007, Singapore Management University, Singapore, June 2007
School of Economics and Management, Tsinghua University, Beijing, China, June 2007
INFORMS Marketing Science Conference 2006, University of Pittsburgh, Pittsburgh PA
Bauer College of Business, University of Houston, April 2006
U of Minnesota Marketing Department Colloquia, March 2006
Carnegie Mellon University; Indiana University; Rutgers University; SUNY-Buffalo; University of Alberta;
University of Minnesota; University of Mississippi, September – November 2004
Marketing Department Colloquia, The Wharton School, University of Pennsylvania, Philadelphia,
September 2004
Wharton Summer Applied Economics Seminars and Workshops, The Wharton School, University of
Pennsylvania, Philadelphia, July 2004
INFORMS Marketing Science Conference 2004, Rotterdam, The Netherlands
INFORMS Marketing Science Conference 2003, University of Maryland, College Park MD

DISSERTATION & ORAL COMMITTEES

Ph.D. Dissertation Committee (Chair/Co-Chair):

Yunhyoung Kim (Chair; Marketing Dept., U. of Minnesota; First placement: University of Kansas;
Graduation Year: 2026)
Lei Zhuang (Co-Chair; Marketing Dept., U. of Minnesota; First placement: School of Management,
Fudan University; Graduation Year: 2022)
Yilong Liang (Chair; Marketing Dept., U. of Minnesota; First placement: School of Business, U. of
Science and Technology of China; Graduation Year: 2020)
Paola Mallucci (Co-Chair; First placement: School of Business, University of Wisconsin-Madison;
Graduation Year: 2013)

Ph.D. Dissertation Committee (Committee):

Weize Yin (Marketing Dept., U. of Minnesota; Graduation Year: 2027 expected)
Jiaxin Lin (Department of Data and Systems Engineering, Hong Kong University; Graduation Year:
2025)
Xiaobing Shen (Industrial Engineering Dept., U. of Minnesota; First placement: Google; Graduation
Year: 2024)
Niloufar Mirzavand Boroujeni (Industrial Engineering Dept., U. of Minnesota; First placement: Bayer;
Graduation Year: 2024)

Xiaotang Yang (Industrial Engineering Dept., U. of Minnesota; First placement: University of Toronto; Graduation Year: 2023)

Meng Wang (Department of Management and Marketing, The Hong Kong Polytechnic University)

Fatemeh Nosrat (Industrial Engineering Dept., U. of Minnesota; First placement: Mayo Clinic; Graduation Year: 2022)

Behrooz Pourghannad (Industrial Engineering Dept., U. of Minnesota; First placement: Mayo Clinic; Graduation Year: 2019)

Ruizhi Shi (Industrial Engineering Dept., U. of Minnesota; First placement: Facebook; Graduation Year: 2019)

Xiaobo Li (Industrial Engineering Dept., U. of Minnesota; First placement: National University of Singapore; Graduation Year: 2018)

Xiang Li (Industrial Engineering Dept., U. of Minnesota; First placement: Target; Graduation Year: 2017)

Chenhao Du (Industrial Engineering Dept., U. of Minnesota; First placement: Wayfair; Graduation Year: 2017)

Rui (David) Chen (Industrial Engineering Dept., U. of Minnesota; First placement: University of Toronto; Graduation Year: 2015)

Yinghao Zhang (Supply Chain and Operations Dept., U. of Minnesota; First placement: Salisbury University; Current placement: University of Cincinnati; Graduation Year: 2013)

Guihong Chen (Econ Dept., U. of Minnesota; First Placement: US Bank; Graduation Year: 2011)

Neil Bendle (First placement: Marketing Dept., IVEY School, Western University, London Canada; Graduation Year: 2010)

Ph.D. Preliminary Exam Committee:

Niloufar Mirzavand Boroujeni (Industrial Engineering Dept., U. of Minnesota; Exam Year: 2022)

Fatemeh Nosrat (Industrial Engineering Dept., U. of Minnesota; Exam Year: 2021)

Xiaotang Yang (Industrial Engineering Dept., U. of Minnesota; Exam Year: 2020)

Lei Zhuang (Marketing Dept., U. of Minnesota; Exam Year: 2019)

Kang Kang (Industrial Engineering Dept., U. of Minnesota; Exam Year: 2019)

Ruizhi Shi (Industrial Engineering Dept., U. of Minnesota; Exam Year: 2019)

Derek Singh (Industrial Engineering Dept., U. of Minnesota; Exam Year: 2019)

Xiang Li (Industrial Engineering Dept., U. of Minnesota; Exam Year: 2016)

Master Thesis Committee

Daniel Strittmater (Technological Leadership Institute, U. of Minnesota; Graduation Year: 2020)

Yuanchen Su (Industrial Engineering Dept., U. of Minnesota; Graduation Year: 2017)

Seda Tepe (Industrial Engineering Dept., U. of Minnesota; Graduation Year: 2009)

DBA Thesis Committee

(SAIF): Binghui Gong (Chair); Min Guo (Chair); Fengdong Liao; Jianguo Wang; Chunhui Wu; Qi Zhang; Laili Zheng

EMBA Thesis Committee

(SAIF, Chair): Wei Dong; Ruiyong Du; Jiaxiang Li; Jun Liu; Songyuan Liu; Wensheng Lv; Yiming Mao; Dehong Wang; Yong Xu; Hongxiang Yu; Kebai Yu; Xiangyang Yu

MBA Thesis Committee

(SAIF, Chair): Ye Sun; Sally Chen

INDEPENDENT STUDIES SUPERVISED

2025-2026: Melody Han (St. John's School, Houston TX)

2022-2023: Bruce Yucheng Chen (HMC-Honors Mentor Connection Program, Wayzata High School, Plymouth MN)

2022-2023: Sabrina Tang (Northwood High School, Irvine CA)

2021-2022: Kylie Nhu (Carlson Honors Thesis, Minneapolis MN)

2020-2021: Zachary Nienhuis (Carlson Honors Thesis, Minneapolis MN)

2012-2013: Richard Knapp (Carlson MBA student, Minneapolis MN)

2010-2011: Joe Heck (Carlson MBA student, Minneapolis MN)

2010-2011: Chuck Li (Carlson MBA student, Minneapolis MN)

2009-2010: Mary Yang (Carlson Honors Thesis, Minneapolis MN)

2007-2008: Monica Fahnhorst (UMN Undergraduate Research Opportunity Program, Minneapolis MN)

INTERACTIVE EXPERIENCE WITH CORPORATE

3M; AmeriPrise; Amway; Angel Group (安吉尔); Assurant Solutions; Best Buy; Buffalo Wild Wings; Datacard Group; Dayu Tea (大誉黑茶); Excellence Group; Galloping Horse Group (小马奔腾); General Mills; Hengri, Inc. (北京恒日); Hormel Foods Corporation; International Dairy Queen; Kerui Group; LVC Group (山水文园); Mosaic Company; Technew Group/Zotye Auto; Qiaqia Foods; Petters Groups/Polaroid; SmarterCloud, Inc. (智慧云联); Target Corporation; Thomson Reuters; Tri-Cel (三庆); Viva Goods; etc.

PERSONAL INFORMATION

Hobbies: basketball (way better than Michael Jordan's skills in table tennis), golf (rookie level at the moment), soccer (old injury in effect), running, fishing, music, reading, traveling.