

Rowena Jingxing Gan

Fincher 325, 6212 Bishop Blvd., ◊ Dallas, TX 75275

jingxingg@smu.edu ◊ +1 (214) 768-3355

(Updated on July 20, 2023)

ACADEMIC POSITION

Assistant Professor, Southern Methodist University, Dallas, TX *2020 - Present*
Cox School of Business, Information Technology & Operations Management Department

EDUCATION

University of Pennsylvania, Philadelphia, PA *2015 - 2020*
The Wharton School, Operations, Information and Decisions Department
Doctor of Philosophy, Operations Management
Advisors: Dr. Noah Gans, Dr. Serguei Netessine, Dr. Gerry Tsoukalas

Duke University, Durham, NC *2011 - 2015*
Bachelor of Science, Mathematics (Graduation with Distinction)
Minor in Music

RESEARCH INTERESTS

Innovative Business Models, Finance-operations Interface, Decentralized Economy, Blockchain, Technology, Strategic Agents, Service Operations, Revenue Management.

WORKING PAPERS

Gan, R. J., Gans, N. and Tsoukalas, G. (2019). Overbooking with Endogenous Demand.
Available at SSRN: <https://ssrn.com/abstract=3321409>

- Finalist, INFORMS-Section on Service Science Best Cluster Paper Award, 2021

PUBLISHED WORK

Gan, R. J., Tsoukalas, G. and Netessine, S. (2023). Decentralized Platforms: Governance, Tokenomics, and ICO Design.

Available at SSRN: <https://ssrn.com/abstract=3776411>

Management Science, Forthcoming.

- Invited for presentation at 2021 M&SOM iForm SIG Conference (64/262 papers selected)
- Invited for presentation at Crypto and Blockchain Economics Research Conference 2021 (8/100+ papers selected)
- Recipient of the Mack Institute for Innovation Management Research Fellowship

Gan, R. J., Tsoukalas, G. and Netessine, S. (2021). Initial Coin Offerings, Speculation and Asset Tokenization.

<https://pubsonline.informs.org/doi/10.1287/mnsc.2020.3796>

Management Science, Volume 67, Issue 2, Pages 661-1328, iii-iv.

- Honorable Mention, INFORMS-Section on Finance Best Student Paper Award, 2019
- Invited for presentation at 2019 M&SOM iForm SIG Conference
- Recipient of the Ripple Foundation Blockchain Research Initiative Fund

- Recipient of the Mack Institute for Innovation Management Research Fellowship

Gan, R. J., Tsoukalas, G. and Netessine, S. (2020). Financing Inventory Through Initial Coin Offerings (ICOs).

<http://dx.doi.org/10.1561/0200000096-4>

Foundations and Trends[®] in Technology, Information and Operations Management: Vol. 14, No. 1–2, pp 60-76.

WORK IN PROGRESS

Gan, R. J.. Diseconomies of Scale in Bitcoin Mining Pools.

Gan, R. J., Li, R.. Contract Tokenization in the Renewable Energy Market.

CONFERENCE TALKS

Contract Tokenization in the Renewable Energy Market

- POMS Annual Conference 2023, Orlando, FL, May 2023
- INFORMS Annual Meeting 2022, Indianapolis, IN. October 2022
- POMS Annual Conference 2022, Virtual, April 2022
- INFORMS Annual Meeting 2021, Virtual. October 2021

Decentralized Platforms: Governance, Tokenomics, and ICO Design

(Previous title: Financing Platforms With Cryptocurrency: Token Retention, Sales Commission, and ICO Caps)

(Previous title: To Infinity and Beyond: Financing Platforms with Uncapped Crypto Tokens)

(Previous title: Uncapped Initial Coin Offerings and Network Effects)

- POMS Annual Conference 2023, Orlando, FL, May 2023
- INFORMS Annual Meeting 2022, Indianapolis, IN. October 2022
- POMS Annual Conference 2022, Virtual, April 2022
- Tokenomics Conference 2021, Virtual, November 2021
- INFORMS Annual Meeting 2021, Virtual. October 2021
- M&SOM iForm SIG Conference, Virtual. June 2021
- Supply Chain Finance & Risk Management Virtual Workshop, Virtual. 2021
- POMS Annual Conference 2021, Virtual. April 2021
- Crypto and Blockchain Economics Research (CBER) Conference, Virtual. April 2021
- INFORMS Annual Meeting 2020, Virtual. October 2020

Initial Coin Offerings, Speculation and Asset Tokenization

(Previous title: Inventory, Speculators and Initial Coin Offerings)

- INFORMS Annual Meeting 2019, Seattle, WA. October 2019
- M&SOM iForm SIG Conference, Singapore. June 2019
- Revenue Management & Pricing Conference 2019, Stanford, CA. June 2019
- POMS Annual Conference 2019, Washington, D.C. May 2019

Overbooking with Endogenous Demand

- INFORMS Annual Meeting 2021, Virtual. October 2021
- INFORMS Annual Meeting 2019, Seattle, WA. October 2019
- M&SOM Annual Conference, Singapore. July 2019
- Revenue Management & Pricing Conference 2019, Stanford, CA. June 2019
- INFORMS Annual Meeting 2018, Phoenix, AZ. November 2018
- M&SOM Annual Conference 2018, Dallas, TX. July 2018

GRANTS, SCHOLARSHIPS AND AWARDS

Finalist, MSOM-iFORM SIG Best Paper Award	2022
Co-Winner, INFORMS-Technology, Innovation Management, and Entrepreneurship Section (TIMES) Best Dissertation Award	2022
Mack Institute for Innovation Management Research Fellowship	2022
Finalist, INFORMS-Section on Service Science Best Cluster Paper Award	2021
Honorable Mention, INFORMS-Section on Finance Best Student Paper Award	2019
Mack Institute for Innovation Management Research Fellowship	2019
Ripple Foundation Blockchain Research Initiative Fund	2019
Wharton Doctoral Fellowship	2015-2020
Duke University PRUV Research Fellowship	2013-2014

TEACHING

Cox School of Business, Southern Methodist University

- ITOM 6227 Blockchain & Cryptocurrencies in Business (Master level), Spring 2021, Fall 2021, Fall 2022
- ITOM 6264 Advanced Decision Models (Master level), Spring 2021, Spring 2022, Spring 2023

The Wharton School, University of Pennsylvania

- Wharton Doctoral Math Camp (PhD), Summer 2017, Summer 2018

PROFESSIONAL SERVICE

Journal Referee Service	<i>Management Science,</i> <i>Manufacturing and Service Operations Management,</i> <i>Operations Research,</i> <i>Production and Operations Management</i>
Other Referee Service	INFORMS TIMES best working paper competition, M&SOM SIG Conference, ICIS Conference

MISCELLANEOUS

- *Julia Wilkinson Mueller Prize for Excellence in Music* to one graduating senior for achievement in musical performance, 2015