

# Tom Fangyun Tan

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## ACADEMIC POSITIONS:

**Cox School of Business, Southern Methodist University**, Dallas, Texas

Information Technology and Operations Management Department

06/19 – present Associate Professor (with tenure)

Corrigan Research Professorship

06/18 – 05/20 Assistant Director of Master of Science in Business Analytics

08/12 – 05/19 Assistant Professor

**London Business School**, London, the UK

01/24 – 06/24 Visiting Faculty

**Owen Graduate School of Management, Vanderbilt University**, Nashville, Tennessee

08/23 – 10/23 Visiting Associate Professor

**INSEAD**, Fontainebleau, France

Technology and Operations Management Department

01/23 – 06/23 Visiting Scholar

**JC Johnson College of Business, Cornell University**, Ithaca, New York

Operations, Technology, and Information Area

09/22 Visiting Scholar

## EDUCATION:

**The Wharton School, University of Pennsylvania**, Philadelphia, Pennsylvania

Ph.D. in Operations and Information Management, 05/12

Dissertation advisors: Dr. Serguei Netessine and Dr. Lorin Hitt

M.A in Statistics, 11/10

Advisor: Dr. Dylan Small

**INSEAD**, Fontainebleau, France

Wharton-INSEAD PhD Exchange Program, 06/09

**Columbia University**, New York, New York

Bachelor of Science in Operations Research with Economics and Applied Math minors, 05/07

GPA 3.78/4 (cum laude)

Fu Foundation Scholar

## CONTINUING EDUCATION:

**Simmons School of Education and Human Development, Southern Methodist University**, Dallas, Texas

Executive & Leadership Coaching and Dispute Resolution Certificate, 01/20 – 05/22

**Sciences Po**, Paris, France

French Summer School (B1), 07/22

## RESEARCH INTERESTS:

Technology Impact on Service Operations; Labor Productivity in Service Operations; People-Centric Operations

## PUBLICATIONS:

1. Tan TF, Netessine S (2014) When does the devil make work? An empirical study of the impact of workload on worker productivity. *Management Science*, 60(6), 1574-1593, *Special Issue on Business Analytics*.

2. Tan TF, Netessine S (2014) The implications of worker behavior for staffing decisions: empirical evidence and best practices. *Cornell Hospitality Quarterly*, 55(3), 277-286.

3. Tan TF, Netessine S, Hitt L (2017) Is Tom Cruise threatened? An empirical study of the impact of product variety on demand concentration. *Information Systems Research*, 28(3), 643-660.
4. Valentine M, Tan TF, Staats B, Edmondson A (2019) Fluid teams and knowledge retrieval: scaling service operations. *Manufacturing and Service Operations Management (MeSOM)*, 21(2), 251-477.
5. Tan TF, Netessine S (2019) When you work with a Superman, will you also fly? An empirical study of the effect of coworkers on worker performance. *Management Science*, 65(8), 3495-3517.
6. Tan TF, Netessine S (2020) At your service on the table: Impact of tabletop technology on restaurant operations. *Management Science*, 66(10), 4496-4515.
7. Tan TF, Staats B (2020) Behavioral drivers of routing decisions: Evidence from restaurant table assignment. *Production and Operations Management*, 29(4), 1050-1070.
8. Xu Y, Tan TF, Netessine S (2022) The impact of load on operational risk at a commercial bank. *Management Science*, 68(4), 2377-3174.
9. Jain N, Tan TF (2021) Managing online retail in emerging economies: Mobile channel and sales concentration. *Manufacturing and Service Operations Management (MeSOM)*, 24(4), 1887-2386
10. Lim S, Gao F, Tan TF (2022) Channel changes choice: An empirical study about omnichannel demand sensitivity to fulfillment lead time. Forthcoming at *Management Science*.

#### **WORKING PAPERS:**

1. Tan TF, Staats B (2023) Beyond cookies: Evidence about team environment and engagement retention from girl scouts cookie program.
  - Under the second round major revision, *Production and Operations Management*.
2. Bhaskaran S, Savaskan-Ebert C, Tan TF (2022) Allocation of inventory risk and sales effort in direct selling: Theoretical predictions and empirical evidence.
  - Under revision, target at *Manufacturing and Service Operations Management*.
3. Tan TF, Eliashberg J, Hosanagar K, How long to squeeze that creative juice? An empirical study on the impact of movie production time on financial performance.
  - Under revision, target at *Production and Operations Management (POM)*.

#### **HONORS:**

*Manufacturing and Service Operations Management* Meritorious Service Award, 2023

*Mack Institute Research Fellowship*, 2023

- Received a grant of \$10,000 for research on “Evolution of Internet Retailing and Buy vs. Make Decisions”.

*Manufacturing and Service Operations Management* Meritorious Service Award, 2022

*Management Science* Meritorious Service Award, 2022

Boghetich Family Distinguished Teaching Award, 2022

- The most significant teaching award at SMU Cox Business School.

*Manufacturing and Service Operations Management* Meritorious Service Award, 2021

*Management Science* Distinguished Service Award, 2021

*Management Science* Distinguished Service Award, 2020

*Manufacturing and Service Operations Management* Meritorious Service Award, 2020

Corrigan Research Professorship, 2020 to present

*Manufacturing and Service Operations Management* Meritorious Service Award, 2019

SMU Cox Faculty Research Excellence Award, 2019

*Management Science* Distinguished Service Award, 2018

*Manufacturing and Service Operations Management* Meritorious Service Award, 2018

Finalist, Junior Scholar Best Paper Award in Behavioral Operations, POMS, 2018

*Management Science* Distinguished Service Award, 2016

*Management Science* Distinguished Service Award, 2015

*Manufacturing and Service Operations Management* Meritorious Service Award, 2015

Alpha Iota Delta (Decision Sciences and Information Systems Honor Society), 2015

Wharton Doctoral Fellowship, 2007-2012

Fu Foundation Scholarship (full college scholarship awarded to two people annually), 2003 -2007

Tau Beta Pi (the Engineering Honor Society), 2006

## **PROFESSIONAL ACTIVITIES:**

### Associate Editor:

*Production and Operations Management* (2025 – present)

*Manufacturing and Service Operations Management* (2024 – present)

*Service Science* (2023 – present)

*Decision Sciences* (2022 – present)

*Journal of Operations Management* (Ad hoc)

Reviewer: *Management Science*; *Manufacturing & Service Operations Management (M&SOM)*; *Operations Research*; *Information Systems Research*; *MIS Quarterly*; *Production and Operations Management (POM)*; *Journal of Operations Management (JOM)*; *INFORMS Journal of Computing*; *Decision Science Journal*; *Journal of Business Ethics*; *Journal of Retailing*; *Service Science*; *Business & Information Systems Engineering (BISE)*; *Foundations and Trends in Technology, Information and Operations Management*.

Board: *Production and Operations Management (POM) Editorial Board*, *INFORMS Service Science Section Board* (2024 – 2025).

Judge: M&SOM Student Paper Competition (2020, 2021, 2022, 2023); Student Paper Competition for the Product Innovation and Technology Management (PITM) College of POM (2020, 2021, 2022); POMS Behavioral Operations Management (BOM) Junior Scholar Paper Competition (2018, 2019, 2020, 2022, 2023); POMS College of Service Operations Management Best Student Competition (2023, 2024, 2025); M&SOM Service Operations Special Interest Group (2018, 2019, 2021, 2022, 2023); M&SOM Healthcare Special Interest Group (2021); INFORMS Behavioral Operations Management Section Best Working Paper Competition (2022)

Committee Member: INFORMS Service Science Section Best Diversity-Equity-Inclusion-Justice (DEIJ) Paper Award (2023), INFORMS Service Science Best Student Paper Award (2024).

Cluster Chair: INFORMS Annual Conference MSOM/Service Operations Cluster (2021)

Session Chair: INFORMS Annual Conference (2016, 2011); M&SOM Annual Conference (2011, 2022); POMS Annual Conference (2019, 2020)

Discussant: M&SOM Service Operations Management Special Interests Group (2023)

#### **MEDIA MENTIONS:**

1. The Supply Chain Crunch: Lessons from Girl Scout Cookie Sales, *CoxToday*, 01/28/2022
2. What COVID teaches us about innovating fast?, *Financial Times*, 05/09/2021
3. Tired of Waiting on a Waiter?, *EurekAlert*, 07/29/2019
4. The Long Tail theory, debunked: we stick with what we know, *Mack Institute Podcast*, 2/22/2018
5. Why Tom Cruise is still bankable: debunking the Long Tail, *Knowledge@Wharton*, 12/15/2017
6. Workplace Excellence Can be Contagious, *INSEAD Knowledge*, 9/22/2016
7. Superstars at your service, *Strategy + Business*, 1/28/2016
8. Labor efficiency: workload or makework, *Forbes*, 12/18/2013
9. When fewer employees can do more, *Strategy + Business*, 9/28/2012
10. A world of hits, *The Economist*, 11/26/2009
11. DVD data backs long, poor tail theory, *The Register*, 9/22/2009
12. Academic research conflicts with 'long tail', *Billboard Business News*, 9/21/2009
13. Rethinking the long tail theory: how to define 'hits' and 'niches', *Knowledge@Wharton*, 9/16/2009  
Ranked as the top article of the year out of over 300 articles published in *Knowledge@Wharton* in 2009.

#### **INVITED TALKS (BY YEAR):**

2024	London Business School
2023	INSEAD, France; IESE Business School, Spain; Technische Universität München, Germany; Vanderbilt University; University of Notre Dame; University of Virginia; McGill University, Canada
2022	Georgetown University; Cornell University; Tulane University; University of Alberta, Canada
2021	Johns Hopkins University; Erasmus University, the Netherlands
2019	Kyoto University, Japan
2018	University of Texas at Dallas; University of Miami
2017	Fudan University, China; Universität Köln, Germany; Villanova University; Ohio State University; Emory University; Georgia Tech
2016	Boston University; Vanderbilt University; University of North Carolina at Chapel Hill; IESE Business School, Spain; Fudan University (seminar + tutorial on empirical methods), China
2015	IE Business School, Spain; Katholische Universität Eichstätt-Ingolstadt, Germany; Universität Leipzig, Germany

2012 University of Notre Dame; Boston College; University of Southern Carolina; Southern Methodist University; National University of Singapore, Singapore

#### **CONFERENCE PRESENTATIONS (BY YEAR):**

2024 INFORMS, Seattle, WA

2023 M&SOM, Montreal, Canada; Wharton Empirical Workshop, Philadelphia, PA; INFORMS, Phoenix, AZ

2022 M&SOM, Munich, Germany

2021 INFORMS, Anaheim, CA; M&SOM, Virtual

2019 INFORMS, Seattle, WA; M&SOM, Singapore; QUIS, Karlstad, Sweden; POMS, Washington DC

2018 INFORMS, Phoenix, AZ; Behavioral Decision Research in Management conference, Boston, MA; Behavioral Operations Management Conference, Dallas, TX; M&SOM conference, Dallas, TX

2017 INFORMS, Houston, TX

2016 M&SOM, Auckland, New Zealand; INFORMS, Nashville, TN

2015 POMS, Washington, D.C; QUIS conference, Shanghai, China; INFORMS, Philadelphia, PA

2014 POMS, Atlanta, GA; Cornell Hospitality Research Summit, Ithaca, NY; INFORMS, San Francisco, CA

2013 QUIS, Karlstad, Sweden; INFORMS, Minneapolis, MN; Marketing Science, Istanbul, Turkey

2012 INFORMS, Phoenix, AZ; POMS conference, Chicago, IL

2011 INFORMS, Charlotte, NC; ICIS conference, Shanghai, China, 2011; POMS, Reno, NV; M&SOM, Ann Arbor, MI; Marketing Science, Houston, TX

2010 INFORMS, Charlotte, NC

2009 INFORMS, San Diego, CA

2008 INFORMS, Washington, D.C.

#### **PANELS:**

2021 Panelist on “Research, Publishing, and Tenure”, 2nd Doctoral Workshop on Supply Chain Analytics

2014 Panelist on “New Trends in Service Operations”, Decision Sciences Institute Annual Conference, Tampa, FL

#### **UNIVERSITY SERVICE:**

09/21 – present Member, Library Committee, Faculty Senate, Southern Methodist University

10/12 – present ITOM Department Recruitment, Cox Business School, Southern Methodist University

09/20 – 08/22 Moderator and Panelist, New Faculty Orientation, Cox Business School, Southern Methodist University

08/20 – 08/22 Moderator and Panelist, International Student Orientation, Cox Business School, Southern Methodist University

03/19 – 05/22 Faculty Senator, Southern Methodist University

03/19 – 09/21 Member, Executive Committee of Faculty Senate, Southern Methodist University  
Member, Student Life Committee of Faculty Senate, Southern Methodist University

- 09/19 – 05/20 Emerging Leaders Seminar Series, Southern Methodist University
- 09/12 – 09/20 Bachelor of Business Administration Policy Committee, Cox Business School, Southern Methodist University
- 02/20 – 02/20 President's Scholar Selection Committee, Southern Methodist University
- 09/18 – 5/19 Experiential Learning Undergraduate Curriculum Committee, Cox Business School, Southern Methodist University
- 08/13 -05/2018 ITOM Department Seminar Series Coordinator, Cox Business School, Southern Methodist University
- 09/10 - 05/11 Wharton Doctoral Council, Wharton Business School, University of Pennsylvania

### **TEACHING:**

BA 6065 – Business Forecasting for Managers (EMBA Elective)  
2020 – present

ITOM 6222 – Business Forecasting (MBA and MSBA Elective)  
2014 – present

Evaluations: E.g., 6.95 out of 7 (Fall, 2018), 6.37 (Fall, 2018), 6.56 (Spring, 2018), 6.44 (Spring, 2018), 6.97 (Fall, 2016), 6.72 (Fall, 2016), 6.97 (Fall, 2015), 6.21 (Fall, 2015), 6.39 (Spring, 2015), 5.59 (Spring, 2014)

ITOM 6202 – Managerial Decision Making (MBA Core)  
2015 – present

Evaluations: E.g., 6.83 out of 7 (Spring, 2019), 6.6 (Spring 2019), 6.71 (Fall, 2018), 6.75 (Spring, 2018), 6.62 (Spring, 2018), 6.67 (Spring, 2017), 5.84 (Spring, 2017), 6.42 (Spring, 2016), 6.32 (Spring, 2016), 6.04 (Spring, 2015)

Graduate Business Analytics Certificate Program – Optimization and Forecasting Modules (Non-degree Program)  
2019 – present

Demand Management Module, Digital Supply Chain Institute (Executive Education)  
2020

ITOM 3306 – Introduction to Operations Management (Undergraduate Core)  
2012 – 2014

Evaluations: E.g., 6.52 out of 7 (Fall, 2014), 6.27 (Fall, 2013), 6.22 (Fall, 2013), 4.5 (Fall, 2012), 3.95 (Fall, 2012)

### **CONSULTING/JOINT PROJECTS:**

Performance-based Restaurant Server Scheduling

- Provided advice to a software company to optimize its product for scheduling wait staff; overseeing implementation of the optimization software in a restaurant chain.

Impact of Tabletop Technology on Restaurant Operations

- Advised an international casual restaurant chain on the performance of an innovative tabletop technology.

Girl Scout Cookies Incentive Design

- Analyzed the effect of cookie ordering policy shift on girl scouts' cookies sales efforts and performance.
- Provided recommendations for better incentivize girl scouts to improve cookie sales.

### **OTHER WORK EXPERIENCE:**

**Rodin College House, University of Pennsylvania, Philadelphia, Pennsylvania**

09/09 – 05/12 Graduate Associate

- Planned and organize educational and recreational events twice a month.
- Mentored a floor of 33 undergraduate students every year on academic and personal issues.
- Lead the research committee to promote undergraduate research and invited one professor every month to talk with students about his/her research and research opportunities.

**Bank of America Securities**, New York, New York  
06/07 - 08/07 *Equity Research Summer Analyst (Technology Group)*

- Researched twelve IT Hardware companies, e.g., Apple, Dell and HP, worked with industry team to draft reports and successfully launch new coverage.
- Identified and evaluated an investment idea to buy Amphenol (APH) a mid-cap manufacturer and successfully pitched the recommendation to the sales and trading desks.

## **PERSONAL:**

Certificates: SMU Executive Coaching Certificate, SMU Dispute Resolution Certificate

Software skills: C, FactSet, JMP, Matlab, MS Office, R, SQL, STATA, VBA

Language skills: Fluent in Mandarin and English, Proficient in German and French (B1), Working knowledge of Japanese

Interests: Airlines/aircraft, Toastmasters (Competent Communicator), Pilates, ballet, maps, traveling, and volleyball

Citizenship: United States of America

## **REFERENCES:**

Professor Gérard Cachon, Fred R. Sullivan Professor  
The Wharton School of University of Pennsylvania  
Tel: (215) 573-8743  
Email: cachon@wharton.upenn.edu

Professor Serguei Netessine, Dhirubhai Ambani Professor  
The Wharton School of University of Pennsylvania  
Tel: (215) 573-3571  
Email: netessin@wharton.upenn.edu

Professor Bradley Staats, Ellison Distinguished Professor  
Kenan-Flagler Business School, the University of North Carolina at Chapel Hill  
Tel: (919) 962-7343  
Email: bradley\_staats@kenan-flagler.unc.edu

Professor Guillaume Roels, Timken Chaired Professor  
INSEAD  
Tel: +33 01 60 72 4536  
Email: guillaume.roels@insead.edu

Professor Ward Whitt (undergraduate studies), Wai T. Chang Professor  
Columbia University  
Tel: (212) 854-7255  
Email: ww2040@columbia.edu