

# FANG Xin

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## Employment

<b><i>Singapore Management University, Lee Kong Chian School of Business</i></b>	Singapore
Associate Professor of Operations Management	2022 – Present
Director, PhD Programmes	2023 – Present
PGR Coordinator, Operations Management	2020 – 2023
Assistant Professor of Operations Management	2014 – 2022

## Education

<b><i>Carnegie Mellon University, Tepper School of Business</i></b>	Pittsburgh, USA
Ph.D. in Operations Management	2014
Minor in Marketing	
Thesis Title: Competition and Cooperation in Global Supply Chain Networks	
Committee: Soo-Haeng Cho (Chair), Isa Hafalir, Alan Scheller-Wolf and Sridhar Tayur	
<b><i>Fudan University, School of Management</i></b>	Shanghai, China
Bachelor in Information Systems	2008

## Honors and Awards

M&SOM Meritorious Service Award	2024
Second Prize of Outstanding Scientific Research Achievements in Higher Education Institutions	2024
M&SOM Best Paper Award	2022
Finalist of the Best Student Paper Competition of the 12th POMS-HK International Conference	2022
MPA Fellowship in Maritime Business	2021, 2024
First Prize of Guangdong Philosophy and Social Science Outstanding Achievement Award	2021
Lee Kong Chian Fellowship	2020
Management Science Meritorious Service Award	2020
Finalist of the Best Student Paper Competition of the 11th POMS-HK International Conference	2020

Dean's Teaching Honor List	2019, 2021, 2022, 2023, 2024
SMU Innovative Teacher Award Nominee	2017, 2018, 2019
SMU Long Service Award	2019
William Larimer Mellon Fellowship	2008 - 2014
Department nominee to the INFORMS Future Academician Colloquium	2013
CMU Graduate Student Conference Funding Award	2012
Wangdao Scholar	2008
Fudan Best Graduates Award	2008
National Scholarship of China	2007
Johnson Control Scholarship	2006
Dow Chemical Scholarship	2005
Excellent Team Leader of National Venture Creation Competition	2005

## Research Interests

Competition and Cooperation in Supply Chains, Corporate Social Responsibility, Digital Economy, Online Platforms, Social and Economic Networks

## Publications

***Converting Counterfeiters in Emerging Markets to Authorized Suppliers: A New Anti-counterfeiting Measure*** Liling Lu, *Xin Fang*, Sarah Yini Gao and Burak Kazaz  
*Production and Operations Management*, 2025, forthcoming

***Asymmetric Information of Product Authenticity on C2C E-Commerce Platforms: How Can Inspection Services Help?*** Linqiu Li, *Xin Fang* and Yun Fong Lim  
*Manufacturing & Service Operations Management*, 25(2), April 2023, Pages 631-647  
**Finalist** of the Best Student Paper Competition of the 12th POMS-HK International Conference

***Impacts of Distributive Comparison Behavior on Corporate Social Responsibility in Supply Chains: The Role of Small Firms*** Mingzheng Wang, *Xin Fang*, Zizhuo Wang and Ying-Ju Chen  
*Manufacturing & Service Operations Management*, 25(2), April 2023, Pages 686-703

***Urban Consolidation Center or Peer-to-Peer Platform? The Solution to Urban Last-Mile Delivery*** Qiyuan Deng, *Xin Fang* and Yun Fong Lim  
*Production and Operations Management*, 30(4), April 2021, Pages 997-1013  
**Top Patent Article**, *The Lens* 2024

***Cooperative Approaches to Managing Social Responsibility in a Market with Externalities***

***Xin Fang*** and Soo-Haeng Cho

*Manufacturing & Service Operations Management*, 22(6), April 2020, Pages 1215-1233

***Technology Specifications and Production Timing in a Co-Competitive Supply Chain***

Baozhuang Niu, Kanglin Chen, ***Xin Fang***, Xin Wang and Xiaohang Yue

*Production and Operations Management* 28(8), August 2019, Pages 1990-2007

***First Prize*** of Guangdong Philosophy and Social Science Outstanding Achievement Award

***Second Prize*** of Outstanding Scientific Research Achievements in Higher Education Institutions

***Combating Child Labor: Incentives and Information Disclosure in Global Supply Chains***

Soo-Haeng Cho, ***Xin Fang***, Sridhar R. Tayur and Ying Xu

*Manufacturing & Service Operations Management* 21(3), May 2019, Pages 692-711

***M&SOM Best Paper Award 2022***

***Optimal Stackelberg Strategies for Supply Chain Finance Based on Online Peer-to-peer***

***Lending*** Guang-Xin Gao, Zhi-Ping Fan, ***Xin Fang*** and Yun Fong Lim

*European Journal of Operational Research* 267(2), June 2018, Pages 585 - 597

***Combating Strategic Counterfeiters in Licit and Illicit Supply Chains***

Soo-Haeng Cho, ***Xin Fang*** and Sridhar R. Tayur

*Manufacturing & Service Operations Management* 17(3), April 2015, Pages 273 - 289

***Stability and Endogenous Formation of Inventory Transshipment Networks***

***Xin Fang*** and Soo-Haeng Cho

*Operations Research* 62(6), October 2014, Pages 1316 – 1334

***Decision Support for Lead Time and Demand Variability Reduction***

***Xin Fang***, Cheng Zhang, David J. Robb and Joseph D. Blackburn

*Omega* 41(2), April 2013, Pages 390 - 396

## **Working Papers**

***Strategic Information Provision in the Presence of Online Word-of-Mouth for Omnichannel***

***Retailing*** With Qiyuan Deng, Zhiling Guo and Yun Fong Lim

***Finalist*** of the Best Student Paper Competition of the 11th POMS-HK International Conference

***Taxis on Ride-Hailing Platforms: Managing On-Demand Urban Mobility Ecosystems***

With Liling Lu, Guiyun Feng and Sergei Savin

**Managing Online Service Platforms with Information Heterogeneity: Service Provision and Contract Design** With Linqiu Li, Qiyuan Deng and Yun Fong Lim

**Regulating Adaptive Medical Artificial Intelligence: Can Less Oversight Lead to Greater Compliance?** With Jiayi Lai, Liang Xu, Tinglong Dai

**Wishful-thinking Behavior in Online Peer-to-peer Lending: Implications for SMEs**  
With Guang-Xin Gao, Yun Fong Lim and Xiaohang Yue

## Grants

<b>Design of Car Rental Programs for Drivers offered by a Ride Hailing Platform</b> SMU MOE Tier 1	2022 Co-PI
<b>Product Description and Consumer Reviews in Omni-channel Retailing</b> SMU Retail Centre of Excellence	2020 PI
<b>Organizations and Optimization Designs of B2C Sharing Service Resources</b> National Natural Science Foundation of China	2020 Collaborator
<b>Supply Chains and Operations Decisions Under Competition and Uncertainty</b> National Natural Science Foundation of China	2018 Collaborator
<b>Lee Kong Chian School of Business Start-up Grant</b>	2014 - 2016

## Teaching

<b>Undergraduate</b>	Operations Management, 2015 - 2021 Supply Chain Management, 2018 Business Processes, 2014 Production/Operations Management, 2012
<b>Master</b>	Supply Chain Strategy and Management, 2020, 2021, 2022, 2023 Operations and Supply Chain Management, 2022, 2023, 2024
<b>Doctor</b>	Topics in Game Theory and Its Applications, 2016, 2017, 2019, 2021, 2024 Pro-Seminar in Operations Management, 2021, 2023, 2024 Independent Study, 2019, 2024

**Principal Developer** of Capacity Game for Operations Management

**Masterclass** How to Align Corporate Social Responsibility with Business Goals in Supply Chains

**Executive Development** Supply Chain Strategy from a Regional Cooperation Perspective

### **Tutorial Instructor and Teaching Assistant**

<b>Undergraduate</b>	Logistics and Supply Chain Management, 2013 Intellectual Property and E-Commerce, 2013 Production/Operations Management, 2013, 2012, 2011
<b>Master</b>	Operations Strategy, 2014, 2013, 2012 Sustainable Operations, 2012 Supply Chain Management, 2012 Managing the Enterprise of the Future, 2011 Operations Management, 2010 Business Analytics Program for Executive Education, 2013 Advanced Math Skills, 2011 Probability and Decision Making, 2010
<b>Doctor</b>	Dynamic Programming, 2012

### **Academic Presentations**

#### ***Managing Online Service Platforms with Information Heterogeneity: Service Provision and Contract Design***

Hong Kong University of Science and Technology (invited)	2024
Hong Kong Polytechnic University (invited)	2024
INFORMS Annual Meeting, Seattle (invited)	2024
Fudan University (invited)	2024

#### ***Partnerships Between Taxis and On-Demand Ride-Hailing Platforms: A Regulatory Perspective***

POMS-HK International Conference, Hong Kong	2024
INFORMS Annual Meeting, Phoenix (invited)	2023
Tongji University (invited)	2023
University of Science and Technology of China (invited)	2023

#### ***Can On-demand Ride-hailing Platforms Coexist With Traditional Taxi Services?***

POMS-HK International Conference, Hong Kong	2023
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#### ***Asymmetric Information of Product Authenticity in Cross-Border E-Commerce: How Can Border Inspection Helps?***

Nanjing University of Aeronautics and Astronautics (invited)	2022
Northeastern University (invited)	2022
Singapore Management University	2022

#### ***Managing Sustainability in Supply Chains: Upstream and Downstream Approaches***

Sustainability Research Seminar (invited)	2022
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#### ***Asymmetric Information of Product Authenticity on C2C E-Commerce Platforms: How Can Inspection Services Help?***

Southeast University (invited)	2022
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University of Melbourne (invited)	2022
Shanghai Jiao Tong University (invited)	2022
Renmin University of China (invited)	2022
Zhejiang University (invited)	2022
Shanghai University of Finance and Economics (invited)	2022
Hong Kong Polytechnic University (invited)	2021
Behavior and Service Operations Online Seminars (invited)	2021
<b><i>Collaborating with the Enemy? Sourcing Decisions in the Presence of the Potential Entry of Counterfeiters</i></b>	
INFORMS Annual Meeting, Anaheim (invited)	2021
POMS Conference, Online (invited)	2021
<b><i>Interdisciplinary Research Between Operations Management and Information Systems</i></b>	
Fudan University (invited)	2020
<b><i>Single Sourcing or Dual Sourcing? Decisions in the Presence of the Potential Entry of Counterfeiter</i></b>	
Fudan University (invited)	2020
Northeastern University (invited)	2020
<b><i>Impact of Wishful-thinking Investors on Online Peer-to-Peer Lending</i></b>	
INFORMS Annual Meeting, Seattle (invited)	2019
<b><i>Product Description and Consumer Reviews in Omni-channel Retailing</i></b>	
SMU Summer Camp	2019
MSOM Conference, Singapore	2019
Renmin University of China (invited)	2019
<b><i>Technology Specifications and Production Timing in a Co-Opetitive Supply Chain</i></b>	
INFORMS Annual Meeting, Seattle (invited)	2019
Southwest Jiaotong University (invited)	2019
<b><i>Impacts of Distributional Social Comparison Behavior on Corporate Social Responsibility: Power of the Small</i></b>	
POMS Conference, Washington D.C. (invited)	2019
POMS-HK International Conference, Hong Kong	2019
SMU Summer Camp	2018
<b><i>Combating Child Labor: Incentives and Information Disclosure in Global Supply Chains</i></b>	
Zhejiang University (invited)	2018
POMS-HK International Conference, Hong Kong	2018
The Chinese University of Hong Kong, Shenzhen (invited)	2018

<b><i>Cooperative Approaches to Managing Social Responsibility in Supply Chains</i></b>	
INFORMS Annual Meeting, Houston (invited)	2017
National University of Singapore (invited)	2016
POMS Conference, Orlando (invited)	2016
<b><i>Incentive Issues in the Implementation of Urban Consolidation Centers</i></b>	
INFORMS Annual Meeting, Houston (invited)	2017
CSAMSE Annual Meeting, Guangzhou (invited)	2017
POMS-HK International Conference, Hong Kong (invited)	2017
SMU Summer Camp	2016
MSOM Conference, Auckland NZ	2016
POMS-HK International Conference, Macau (invited)	2016
CSAMSE Annual Meeting, Shenyang (invited)	2015
<b><i>Competition and Cooperation in Global Supply Chain Networks</i></b>	
Shandong University (invited)	2017
Northeastern University (invited)	2017
Dalian University of Technology (invited)	2015
<b><i>Cooperative Approaches to Managing Suppliers: Joint Auditing and Information Sharing</i></b>	
INFORMS Annual Meeting, Philadelphia (invited)	2015
POMS Conference, Atlanta and Singapore (invited)	2014
Carnegie Mellon University, University of Oregon, Singapore Management University, Shanghai Jiao Tong University, Fudan University, The Hong Kong University of Science & Technology, Massachusetts Institute of Technology, Queen's University, Temple University, University of Illinois at Chicago, University of Rochester, Imperial College London, London Business School, Nanyang Technological University	2014
INFORMS Annual Meeting, Minneapolis (invited)	2013
<b><i>Stability and Endogenous Formation of Inventory Transshipment Networks</i></b>	
INFORMS Annual Meeting, Phoenix (invited)	2012
POMS Conference, Chicago (invited)	2012
INFORMS Annual Meeting, Charlotte (invited)	2011
MSOM Conference, Ann Arbor	2011
<b><i>Combating Strategic Counterfeiters in Licit and Illicit Supply Chains</i></b>	
INFORMS Annual Meeting, Austin (invited)	2010

## Professional Services

**Reviewer:** *Manufacturing & Service Operations Management*

*Management Science*

*Production and Operations Management*

*Operations Research*

*Information Systems Research*

*European Journal of Operational Research*

*Naval Research Logistics*

*Omega, The International Journal of Management Science*

*Journal of the Operational Research Society*

*International Journal of Production Economics*

*International Journal of Production Research*

*IIE Transactions*

*IISE Transactions*

*Service Science*

*Frontiers of Engineering Management*

*Pacific Asia Conference on Information Systems*

*M&SOM Special Issue on Responsible Operations and Supply Chain Management*

*Research Funding Schemes under Research Grants Council of Hong Kong*

*National Natural Science Foundation of China*

**Judge:** Singapore Rising Scholars Conference Best Paper Award 2024

POMS China Best Student Paper Competition 2023

INFORMS PSOR Best Paper Competition 2022, 2023

M&SOM iFORM SIG 2022

Chinese Government Award for Outstanding Self-financed Students Abroad 2021

CSAMSE Best Paper Competition 2021, 2022, 2023, 2024

M&SOM Supply Chain Management SIG 2018, 2019, 2020, 2021, 2022, 2024

POMS College of Sustainable Operations Student Paper Competition 2018

POMS-HK Student Paper Competition 2018, 2019, 2023, 2024

M&SOM Sustainable Operations SIG 2017, 2022, 2023, 2024

**Conference Co-Chair:** Next Generation Retail Operations 2016

**Session Chair:** INFORMS Annual Meeting 2021, 2024

POMS Conference 2016, 2020, 2021, 2023

M&SOM Conference 2019

POMS-HK International Conference 2016, 2023, 2024



**Dissertation Committee:** Yi Wang (ZJU-SMU D.B.A.)

Bhoovarahan Thirumalai Nambakkam (SMU D.B.A.)

Hongxia Zhang (**Chair**, CKGSB-SMU D.B.A.)

Yujie Sun (SMU Ph.D. in Business)

Liling Lu (**Chair**, SMU Ph.D. in Business)

Ruijie Zhang (SMU Ph.D. in Business)

Qiyuan Deng (**Co-Chair**, SMU Ph.D. in Business)

Dong Yu (CKGSB-SMU D.B.A.)

Yong Zhang (CKGSB-SMU D.B.A.)

**SMU Services:** Operations Management Summer Camp 2023 **Organizing Committee Chair**

Operations Management Faculty Recruitment 2022 **Member**

Supply Chain Management 2018 – 2024 **Course Coordinator**

Operations Management Brown Bag Series 2016 – 2024 **Coordinator**

Ph.D. in Business (Operations Management) 2014 – Present **Member**

Operations Management Industry Liaison 2017 – Present **Member**

Operations Analytics Concentration 2016 – 2020 **Member**

Analytics Major 2016 **Track Advisor**

Lee Kong Chian School of Business Admissions 2015 – Present **Interviewer**

**Other Services:** Global Chinese Financial Forum **Interpreter**

G-20 Summit on Financial Markets and the World Economy **Volunteer**

CEIBS Business Online Global 100 Chinese Elite Professors **Member**

INFORMS, MSOM, POMS 2010 – Present **Member**

Public Sector OR 2023 – Present **Member**

## Professional Experiences

**IBM T. J. Watson Research Center** Hawthorne, USA 2011

Text mining of call center scripts to identify mortgage default risk

**Patent Application: Customer Retention and Screening Using Contact Analytics**

With Chitra Dorai and Anshul Sheopuri

**Shanghai Tobacco Group** Shanghai, China 2007

Assessing an enterprise-wide IT platform and implementing integrated production scheduling

**Ablestik Laboratories** Shanghai, China 2006

Analyzing ERP data with stochastic models and simulation for supply chain improvement

## Outreach

Patents Signal Positive Impact of Business School Insights on Innovation	<b>Financial Times</b>	2024
Chinese Food Chains in Southeast Asia	<b>Interview at Huxiu.com</b>	2024
Impacts of Distributive Comparison Behavior on Corporate Social Responsibility		2023
<b>Features in United Nations Global Compact Commitment on Engagement Report</b>		
Best Paper Award for Study on 'Combating Child Labour'		2022
<b>Features in SMU Homepage, Interview at LKCSB Year Book</b>		
Fast Fashion Companies Are Closing Their Stores	<b>Interview at Lianhe Zaobao</b>	2020
Game to Teach	<b>Interview at LKCSB Year Book</b>	2020
Has the Ecommerce Bubble Burst	<b>Interview at The SMU Blog</b>	2019
Cosmeceutical Retailing Expands in Singapore	<b>Interview at Lianhe Zaobao</b>	2019
From Farming to Retailing: Here's How Math Models Can Help	<b>ORTT e-newsletter</b>	2019
To Tackle Child Labour, Start with Consumers	<b>ORTT e-newsletter</b>	2019
How do Games Enable Effective Teaching	<b>Learning Innovation Festival</b>	2017,
		2018
Teaching Innovation	<b>Interview at SMU Centre for Teaching Excellence</b>	2017