

## Tingliang Huang

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### Academic Appointments

- 2022- **Amazon Distinguished Professor of Business Analytics**, Haslam College of Business, University of Tennessee (UT), Knoxville, TN, United States
- 2022- **Full Professor (with tenure)** in Department of Business Analytics and Statistics (BAS), Haslam College of Business, University of Tennessee (UT), Knoxville, TN, United States
- 2023- **Recruiting Lead** for PhD Program in Business Analytics, Haslam College of Business, University of Tennessee (UT), Knoxville, TN, United States
- 2023- **Honorary Professor**, UCL School of Management, University College London (UCL), United Kingdom (UK)
- 2015- **Honorary Faculty Member**, UCL School of Management, University College London (UCL), United Kingdom (UK)
- 2018-2022 **Associate Professor (with tenure)**, and **William S. McKiernan '78 Family Faculty Fellow**, Carroll School of Management, Boston College, Chestnut Hill, MA, United States
- 2015-2018 **Assistant Professor**, Carroll School of Management, Boston College, Chestnut Hill, MA, United States
- 2011-2015 **Assistant Professor**, Department of Management Science and Innovation (the founding department of UCL School of Management), University College London, London, UK
- Passed probationary review and was granted permanent appointment in 2014;
  - On leave during 2014-2015 at Rensselaer Polytechnic Institute (RPI), New York.

### Current Editorial Positions

- **Associate Editor** for *Manufacturing & Service Operations Management*, 2024-
- **Senior Editor** for *Production and Operations Management*, 2019-

- **Associate Editor** for *Decision Sciences*, 2020-
- **Associate Editor** for *Service Science*, 2024-
- **Associate Editor** for *IIE Transactions*, 2024-
- **Associate Editor** for *Naval Research Logistics*, 2021-

## Education

- 2011 Ph.D., Operations Management, Kellogg School of Management, Northwestern University, Evanston, IL, USA
- 2007 M.S., Industrial & Systems Engineering, University of Minnesota, Minneapolis, MN, USA
- 2005 B.S., University of Science & Technology of China (USTC), China

## Publications

1. Frazelle, A., Huang, T., and Wei, Y. 2024. Service networks with open routing and procedurally rational customers. *Production and Operations Management*. Accepted.
2. Wang, J., Huang, T., Lee, J. 2023. Cross-licensing in a supply chain with asymmetric manufacturers. *Manufacturing & Service Operations Management*. published online *Ahead of Print*.
3. Liu, J., Huang, T. 2023. Erratum on “Competing for Recommendations” Model by Zhou and Zou (2023). *Marketing Science*. published online *Ahead of Print*.  
*Note: The first author is my PhD student.*
4. Zha, Y. Q. Li, Huang, T., Yu, Y. 2023. Strategic information sharing of online platforms as resellers or marketplaces. *Marketing Science*, published online *Ahead of Print*.
5. Ren, H., Huang, T. 2022. Opaque selling and inventory management in vertically differentiated markets. *Manufacturing & Service Operations Management*, 24(5) 2543-2557.
6. Yoo, O., Huang, T., and Arifoglu, K. 2021. A theoretical analysis of the lean startup method. *Marketing Science*, 40(3) 395–412.  
*Lead Article.*
7. Huang, T. and Yin, Z. 2021. Dynamic probabilistic selling when customers have boundedly rational expectations. *Manufacturing & Service Operations Management*, 23(6) 1597-1615.

8. Huang, T., Liang, C., and Wang, J. 2018. The value of “Bespoke”: Demand learning, preference learning, and customer behavior. *Management Science* 64(7) 3129-3145.
9. Huang, T., Ren, H., and Chen, Y. 2018. Consumer return policies in competitive markets: An operations perspective. *Naval Research Logistics* 65(6-7) 462-476.
10. Ren, H., Huang, T., and Arifoglu, K. 2018. Managing service systems with unknown quality and customer anecdotal reasoning. *Production and Operations Management* 27(6) 1038-1051.  
*Note:* The first author was my PhD student.

➤ **Finalist, 2016 INFORMS IBM Service Science Best Student Paper Award Competition**

11. Huang, T., Yin, Z., and Chen, Y. 2017. Managing posterior price matching: The role of consumer boundedly rational expectations. *Manufacturing & Service Operations Management* 19(3) 385-402.
12. Yang, Y., Yu, Y., and Huang, T. 2017. Myopic analysis for multi-echelon inventory systems with batch ordering and nonstationary/time-correlated demands. *Production and Operations Management* 26(1) 31–46.
13. Ren, H. and Huang, T. 2017. Modeling customer bounded rationality in operations management: A review and research opportunities. *Computers & Operations Research* 91 48-58. (**Invited review paper** by the Editor-in-Chief of *Surveys in Operations Research and Management Science*, a continuation of the renowned *Handbooks in Operations Research and Management Science* series, later incorporated to *Computers & Operations Research*).  
*Note:* The first author was my PhD student.
14. Huang, T. and Yu, Y. 2014. Sell probabilistic goods? A behavioral explanation for opaque selling. *Marketing Science* 33(5) 743-759.
15. Huang, T., Allon, G., and Bassamboo, A. 2013. Bounded rationality in service systems. *Manufacturing & Service Operations Management* 15(2) 263-279.  
  
➤ **Finalist, 2016 INFORMS Service SIG Best Paper Competition** (among all published papers in service management across all journals in the last three years)
16. Huang, T. and Liu, Q. 2015. Strategic capacity management when customers have boundedly rational expectations. *Production and Operations Management* 24(12) 1852-1869.  
  
➤ An earlier version of the paper was a **Semi-Finalist** in the 2013 INFORMS Junior Faculty Interest Group (JFIG) Paper Competition

17. Huang, T. and Chen, Y. 2014. Service systems with experience-based anecdotal reasoning consumers. *Production and Operations Management* 24(5) 778–790.
  - **Winner, 2018 Most Influential Service Operations Paper** (out of 61 service operations papers published in *Production and Operations Management* from 2015 to 2016)
18. Huang, T. and Van Mieghem, J. A. 2013. The promise of strategic customer behavior: On the value of click tracking. *Production and Operations Management* 22(3) 489–502.
19. Huang, T. and Van Mieghem, J. A. 2013. Clickstream data and inventory management: Model and empirical analysis. *Production and Operations Management* 23(3) 333–347.
  - **Winner of the 2015 WICKHAM SKINNER Best Paper Award published in *Production and Operations Management* during 2014** (out of approximately 150 papers published in that journal)
  - This research has been covered by media: *CBS News*: “What a Bricks-and-Mortar Business Can Learn from Website Analytics” and *Kellogg Insight*: “From Web Visits to Firm Orders: Analyzing Web Visitor Click Data to Streamline Sales Efforts”
20. Benjaafar, S., ElHafsi, M., and Huang, T. 2010. Optimal control of a production-inventory system with both backorders and lost sales. *Naval Research Logistics (NRL)* 57(3) 252-265.

## **Selected Presentations at Conferences and Academic Institutions**

(Including presentations by co-authors)

### **Conferences:**

- INFORMS Annual Meeting, Phoenix, 2023
- POMS Annual Conference, Orlando, 2023
- INFORMS Annual Meeting, Indianapolis, 2022
- INFORMS Annual Meeting (Virtual), November 2020
- Euro Conference, Dublin, Ireland, June 2019
- POMS Annual Conference, Washington D.C., May 2019
- POMS Annual Conference, Houston, Texas, May 2018
- INFORMS Annual Meeting in Phoenix, Arizona, November 2018
- INFORMS Annual Meeting in Houston, Texas, October 2017
- POMS Annual Conference, Seattle, WA, May 2017
- The Eighth POMS-HK International Conference, HK, January 2017

- International Conference of Chinese Scholars Association for Management Science and Engineering (CSAMSE), China, July 2016
- INFORMS International Meeting in Hawaii, June 2016
- INFORMS Annual Meeting in Nashville, November 2016
- POMS Annual Meeting in Orlando, FL, May 2016
- INFORMS Annual Meeting in Philadelphia, November 2015
- MSOM Conference at University of Toronto, Canada, June 2015
- POMS Annual Meeting in Washington D.C., May 2015
- INFORMS Annual Meeting in San Francisco, CA, 2014
- POMS Annual Meeting in Atlanta, GA, 2014
- INFORMS Annual Meeting in Minneapolis, MN, 2013
- MSOM & SIG Conference at INSEAD, Fontainebleau, France, 2013
- INFORMS International Meeting in Rome, Italy, 2013
- ISMS Marketing Science Conference, Boston, 2012
- INFORMS Annual Meeting in Phoenix, Arizona, USA, 2012
- MSOM Conference at Columbia University, New York, 2012
- INFORMS Annual Meeting in Charlotte, North Carolina, 2011
- INFORMS Annual Meeting in Austin, Texas, 2010
- INFORMS Annual Meeting in San Diego, California, 2009

### **Academic Institutions:**

- J. Mack Robinson College of Business, Georgia State University, 2023
- School of Management, Nanjing University of Finance and Economics, 2022
- W. P. Carey School of Business, Arizona State University, 2022
- Herbert Business School, University of Miami, 2022
- School of Management, University of Science and Technology of China, 2022
- Johnson Graduate School of Management, Cornell University, NY, 2021
- School of Management, Fudan University, Shanghai, China, 2020
- School of Business Administration, Northeastern University, Shenyang, Liaoning, China, 2020
- Warrington College of Business, University of Florida, 2019
- Trinity Business School, Trinity College Dublin, 2019
- Tepper School of Business, Carnegie Mellon University, 2017
- MIT Sloan School of Management (Behavioral Operations Workshop), 2017
- Baruch College, City University of New York, 2017
- Carey Business School, Johns Hopkins University, 2017
- School of Business, Koç University, Istanbul, Turkey, 2017
- UCL School of Management, University College London, UK, 2017
- School of Management, University of Bath, UK, 2017
- Saïd Business School, University of Oxford, UK, 2017
- School of Management, Fudan University, Shanghai, China, 2016
- Carroll School of Management, Boston College, 2015 and 2016
- Lally School of Management, Rensselaer Polytechnic Institute, 2014

- Lancaster University Management School, Lancaster University, UK, 2013
- David Eccles School of Business, University of Utah (Utah Winter Operations Conference), 2011
- Naveen Jindal School of Management, University of Texas at Dallas, 2011
- Department of Management Science and Innovation, UCL, UK, 2011
- Kellogg School of Management, Northwestern University, 2010 and 2011
- Bocconi University, Milan, Italy, 2011
- Leavey School of Business, Santa Clara University, 2011
- LeBow College of Business, Drexel University, 2011
- The Wharton School, University of Pennsylvania (Empirical Operations Workshop), 2008

## Honors & Awards

- **2023 INFORMS Workshop on Data Science Best Paper Award**
- 2023 Management Science Meritorious Service Award
- 2021 Carroll School **Teaching Star**, Boston College
- 2020 M&SOM Meritorious Service Award
- 2019 Management Science Meritorious Service Award
- 2019 M&SOM Meritorious Service Award
- **Winner, 2018 POMS WICKHAM SKINNER Early-Career Research Accomplishments Award**
- **Winner**, 2018 Most Influential Service Operations Paper (out of 61 service operations papers published in *Production and Operations Management* from 2015 to 2016)
- 2018 M&SOM Meritorious Service Award
- 2017 M&SOM Meritorious Service Award
- 2017 Outstanding Reviewer Award by the *Production and Operations Management* Journal (only seven reviewers were selected out of all reviewers in that journal)
- **Finalist**, INFORMS 2016 Service SIG Best Paper Competition (among all published papers in service management across all journals in the last three years)
- **Finalist**, INFORMS 2016 IBM Service Science Best Student Paper Award Competition
- **First-Prize Winner** of the **2015 WICKHAM SKINNER Best Paper Award** published in *Production and Operations Management* during 2014 (out of approximately 150 papers published in that journal)
- **Semi-Finalist**, 2013 INFORMS Junior Faculty Interest Group (JFIG) Paper Competition
- Teaching Grant from UCL to enhance e-learning
- Kellogg School of Management PhD Fellowship, Northwestern University, 2007-2011
- Graduate Assistantships, University of Minnesota, 2005-2007
- Guanghua Fellowship, USTC, 2004
- Outstanding Undergraduate Fellowships, USTC, 2002-2003
- Outstanding New Student Fellowship (Top 1% among all new students), USTC, 2001

## Teaching Experience

- **Instructor** for PhD course *Philosophy of Research*, UT, 2023-
- **Instructor** for *Analytic Models for Decision Optimization*, UT, 2022-
- **Faculty advisor** for capstone projects for the MSBA program, UT, 2022-
- **Instructor**, developed a new course *Pricing and Revenue Analytics/Optimization* at the Carroll School of Management, Boston College, 2021-2022
- **Instructor** for *Modelling for Business Analytics* at the Carroll School of Management, Boston College, 2015-2022
- **Instructor**, developing a new course *Supply Chain Analytics* for the MS program in Supply Chain Management at RPI, 2015
- **Instructor for Business Analytics** for the BSc and MSc programs in *Information Management for Business* at UCL, 2013; **Co-taught** a PhD course in *Research Modeling in Operation Management* at UCL, 2011-2013
- Teaching Assistant for a variety of courses in Operations Management, Supply Chain Management, Operations Strategy, Managerial Economics, and Statistics at undergraduate, MBA, EMBA, and PhD levels, at the Kellogg School of Management, Northwestern University, 2008-2010 and the University of Minnesota, Twin Cities, 2005-2007.

## Experience with Industries

- Projects with *Medtronic, Pilot, General Mills, Synergies*, among others.

## Service

### University of Tennessee (UT)

- BAS Department Representative for the HCB New Building Committee
- Member of the PhD Program in Business Analytics Committee
- Recruiting Lead for PhD Program in Business Analytics
- Faculty Mentor for several Assistant Professors
- External letter writers for Promotion and Tenure for several faculty members in several different institutions who were considered

### Boston College (BC)

- Faculty recruiting committee member, Operations Management Department, Carroll School of Management, Boston College, 2015-2020

- Faculty mentoring committee member for assistant professors, Operations Management Department, Carroll School of Management, Boston College, 2018-2022
- Operations management research seminars (i.e., the Walter Klein Seminar Series) organizer, Operations Management Department, Carroll School of Management, Boston College, 2016-2021

### University College London (UCL)

- Faculty recruiting, research and teaching committees, PhD program admission and interviews, and research seminar invitations at UCL, 2011-2014
- Supervisor for MSc in Management Dissertations and Industry Projects at UCL

### **Ph.D. Students**

- Principal Advisor for **Jinyi Liu**
- External Advisor for **Ganquan Huang**
- Principal Advisor for **Hang Ren** at UCL School of Management, University College London, 2013-2018 (One of his dissertation papers is a **Finalist in the 2016 INFORMS IBM Service Science Best Student Paper Award Competition**).
  - Placement: Assistant Professor, School of Business, George Mason University, Virginia, USA.
- External Advisor for **Zhe Yin** at Huazhong University of Science and Technology, graduated in 2015 and placed at School of Management, Shanghai University, now an associate professor at the International Institute of Finance, School of Management, University of Science and Technology of China (USTC), Hefei, Anhui, China.

### **Other Professional Activities**

- Judge for Behavioral OM Best Paper Award, 2023
- Judge for Service Operations Best Paper Award in the POMS Conference in Orlando, May 21 - 25, 2023
- Member of the Committee of Distinguish Young Scholars (CDYS) at the 2022 POMS International Conference in China
- Judge for 2022 Best Working Paper Competition for the Technology, Innovation Management, and Entrepreneurship Section (TIMES) of INFORMS
- Service Operations Track Chair for POMS 2015 Conference in Washington DC
- Session Chairs numerous times at recent INFORMS and POMS conferences
- Frequent Reviewer for numerous journals, conferences and funding agencies including *Marketing Science*, *Management Science*, *Manufacturing & Service Operations Management*, *Production and Operations Management*, *Operations*



## Curriculum Vitae

*Research, Naval Research Logistics, Computers and Operations Research, European Journal of Operational Research, IIE Transactions, Omega, IEEE Transactions in Engineering Management, Journal of the Association for Consumer Research (JACR), International Journal of Information Technology & Decision Making, Information Sciences, MSOM & SIG Conferences, INFORMS Behavioral Operations Management Section Best Working Paper Competition, NSF, Austrian Science Fund, HK Research Grants Council, among others.*

- Memberships: INFORMS, M&SOM Society, POMS, INFORMS Society for Marketing Science