

# Tom Fangyun Tan

6212 Bishop Boulevard • Dallas, TX 75275 • ttan@cox.smu.edu • www.flyingtom.info • (214) 768-1228

## EMPLOYMENT:

**The Cox School of Business, Southern Methodist University**  
Information Technology and Operations Management Department  
Associate Professor (with tenure)

Dallas, Texas

06/19 - current

06/18 - current

Assistant Director of Master of Science in Business Analytics

08/12 – 05/19

Assistant Professor

## EDUCATION:

**The Wharton School, University of Pennsylvania**  
PhD in Operations and Information Management  
Dissertation advisors: Dr. Serguei Netessine and Dr. Lorin Hitt

Philadelphia, Pennsylvania

09/07 - 05/12

09/07 - 11/10

**The Wharton School, University of Pennsylvania**  
Master of Arts in Statistics

Philadelphia, Pennsylvania

06/09 - 08/09

**INSEAD**  
Wharton-INSEAD PhD Exchange Fellowship

Fontainebleau, France

09/03 - 05/07

**Columbia University**  
Bachelor of Science in Operations Research with Economics and Applied Math minors, GPA 3.78/4 (cum laude)  
Fu Foundation Scholar

New York, New York

## 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 (2017) Fluid teams and knowledge retrieval: scaling service operations. *Manufacturing and Service Operations Management (M&SOM)*, Forthcoming.
5. Tan TF, Netessine S (2018) When you work with a Superman, will you also fly? An empirical study of the effect of coworkers on worker performance. *Management Science*, Forthcoming.

## WORKING PAPERS:

1. Tan TF, Netessine S (2017) At your service on the table: Impact of tabletop technology on restaurant operations.
  - Under third-round minor revision, *Management Science*.
2. Tan TF, Staats B (2018) Behavioral drivers of routing decisions: Evidence from restaurant table assignment.
  - Refereed Conference Publication: *Proceedings of the 2016 Manufacturing and Service Operations Management Conference (M&SOM)*, Auckland, New Zealand.
  - Under first-round major revision, *Production and Operations Management*.
3. Xu Y, Tan TF, Netessine S (2017) When is the root of all evil not money? The impact of load on operational risk at a commercial bank.
  - Under revision (reject and resubmit), *Management Science*.
4. Jain N, Tan TF (2018) Managing online retail in emerging economies: Mobile channel and sales concentration.
  - Under first-round review, *Manufacturing and Service Operations Management*.

5. 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.
  - Refereed Conference Publication: *Proceedings of the 2011 Manufacturing and Service Operations Management Conference (M&SOM)*, Ann Arbor, Michigan.
  - Under revision, target at *Production and Operations Management (POM)*.

- WORK-IN-PROGRESS:**
1. Senot C, Tan TF (2017) Impact of team diversity on surgical team performance.
    - Data collected.
  2. Bhaskaran S, Savaskan-Ebert C, Tan TF (2018) Push or pull with sales effort? An analytical and empirical study of the impact of push and pull systems on cookie ordering behavior.
    - Data collected. Preliminary analysis completed.
  3. Tan TF, Gibson H, Staats B (2018) Multi-teaming and on-time delivery performance: Evidence from the United States Army Corps of Engineering.
    - Data collected.
  4. Lim S, Gao F, Tan TF (2018) Delivery time sensitivity and omni-channel facility design: Evidence from a furniture chain.
    - Data collected. Analysis completed.

- MEDIA MENTIONS:**
1. The Long Tail theory, debunked: we stick with what we know, *Mack Institute Podcast*, 2/22/2018
  2. Why Tom Cruise is still bankable: debunking the Long Tail, *Knowledge@Wharton*, 12/15/2017
  3. Workplace Excellence Can be Contagious, *INSEAD Knowledge*, 9/22/2016
  4. Superstars at your service, *Strategy + Business*, 1/28/2016
  5. Labor efficiency: workload or makework, *Forbes*, 12/18/2013
  6. When fewer employees can do more, *Strategy + Business*, 9/28/2012
  7. A world of hits, *The Economist*, 11/26/2009
  8. DVD data backs long, poor tail theory, *The Register*, 9/22/2009
  9. Academic research conflicts with 'long tail', *Billboard Business News*, 9/21/2009
  10. 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.

**PROFESSIONAL ACTIVITIES:**

Reviewer: *Management Science*; *Manufacturing & Service Operations Management (M&SOM)*; *Information Systems Research*; *MIS Quarterly*; *Production and Operations Management (POM)*; *Journal of Operations Management (JOM)*; *Journal of Business Ethics*; *Service Science, Business & Information Systems Engineering (BISE)*

Judge: POMS Behavioral Operations Management (BOM) Junior Scholar Paper Competition (2018, 2019); M&SOM Service Special Interest Group (2018, 2019)

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

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|-----------------|--|
| 03/19 - present | Faculty Senator, Southern Methodist University   |
| 09/18 - present | Experiential Learning Undergraduate Curriculum Committee, Cox Business School, Southern Methodist University |
| 04/15 - present | Editorial Review Board: <i>Production and Operations Management (POM)</i>                                    |
| 09/12 - present | Bachelor of Business Administration Policy Committee, Cox Business School, Southern Methodist University     |
| 10/12 - present | ITOM Department Recruitment, 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

**HONORS:**

SMU Cox Faculty Research Excellence Award, 2019

*Management Science* Distinguished Service Award, 2018

*Manufacturing and Service Operations Management* Meritorious Service Award, 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

**PRESENTATIONS:**

Is Tom Cruise threatened? An empirical study of the impact of product variety on demand concentration. INFORMS conference, Washington, D.C., 2008; INFORMS conference, San Diego, CA, 2009; ICIS conference, Shanghai, China, 2011.

When does the devil make work? A field study on the impact of workload on worker's performance. INFORMS conference, Charlotte, NC, 2011; INFORMS conference, Phoenix, AZ, 2012; POMS conference, Chicago, IL, 2012; QUIS conference, Karlstad, Sweden, 2013; INFORMS conference, Minneapolis, MN, 2013; POMS conference, Atlanta, GA, 2014

How long to squeeze that creative juice? An empirical study on movie production decisions on financial performance. POMS conference, Reno, NV, 2011; M&SOM conference, Ann Arbor, MI, 2011; Marketing Science conference, Houston, TX, 2011; Marketing Science conference, Istanbul, Turkey, 2013.

When you work with a Superman, will you also fly? An empirical study of the effect of coworkers on worker performance. Cornell Hospitality Research Summit, Ithaca, NY, 2014; INFORMS conference, San Francisco, CA, 2014; POMS conference, Washington, D.C., 2015; QUIS conference, Shanghai, China 2015; INFORMS conference, Philadelphia, PA, 2015; M&SOM conference, Auckland, New Zealand, 2016; INFORMS conference, Nashville, TN, 2016; INFORMS conference, Houston, TX, 2017; Behavioral Decision Research in Management conference, Boston, MA, 2018; Behavioral Operations Management conference, Dallas, TX, 2018

Impact of tabletop technology on restaurant operations. INFORMS conference, Philadelphia, PA, 2015; INFORMS conference, Nashville, TN, 2016; INFORMS conference, Houston, TX, 2017; M&SOM conference, Dallas, TX, 2018; INFORMS conference, Phoenix, AZ, 2018

Behavioral drivers of routing decisions: Evidence from restaurant table assignment. M&SOM conference, Service Operations Special Interest Group, Auckland, New Zealand, 2016; INFORMS conference, Nashville, TN, 2016; INFORMS conference, Houston, TX, 2017; INFORMS conference, Phoenix, AZ, 2018

Impact of workload on operational risks in financial services.

INFORMS conference, Nashville, TN, 2016; INFORMS conference, Houston, TX, 2017; INFORMS conference, Phoenix, AZ, 2018

Impact of the mobile channel on sales concentration.

INFORMS conference, Houston, TX, 2017; M&SOM conference, Dallas, TX, 2018; INFORMS conference, Phoenix, AZ, 2018

**PANELS:**

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

**SEMINAR TALKS:**

University of Texas at Dallas, 2018

University of Miami, 2018

Fudan University, 2017

Universität Köln, 2017

Villanova University, 2017

Ohio State University, 2017

Emory University, 2017

Georgia Tech, 2017

Boston University, 2016

Vanderbilt University, 2016

University of North Carolina at Chapel Hill, 2016

IESE Business School, 2016

Fudan University (seminar + tutorial on empirical methods), 2016

IE Business School, 2015

Katholische Universität Eichstätt-Ingolstadt, 2015

Universität Leipzig, 2015

University of Notre Dame, 2012

Boston College, 2012

University of Southern Carolina, 2012

Southern Methodist University, 2012

National University of Singapore, 2012

**TEACHING:**

ITOM 6222, Business Forecasting (MBA and MSBA Elective)

Evaluations: 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)

Evaluations: 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)

ITOM 3306, Introduction to Operations Management (Undergraduate Core)

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

**TA EXPERIENCE:**

OPIM 101, Undergraduate Core of Operations Management

- Plan and conduct recitation sessions for undergraduate core classes every year, coordinate a team of 20 TAs and handle logistics for 500 undergraduate students.

OPIM 621, Decision Models and Uncertainty (MBA Core course)

OPIM 631, Quality and Productivity (MBA and EMBA level)

OPIM 632, Supply Chain Management (MBA Core course)

OPIM/MKTG 655, Operations/Marketing Interface (MBA elective)

OPIM 650, Operational Performance (MBA elective)

**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.

**EXPERIENCE:**

09/09 – 05/12

**Rodin College House, University of Pennsylvania**

Philadelphia, Pennsylvania

*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.

06/07 - 08/07

**Bank of America Securities**

New York, New York

*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.

10/05 - 01/06

**German Academic Exchange Service (DAAD)**

New York, New York

*Director's Assistant*

- Compared engineering academic programs between American and German universities and evaluated exchange program opportunities.
- Compiled research to help produce recommendation reports both in German and English; report presented to the Hessen Minister of Higher Education, Research and the Arts.

**SKILLS &**

C, FactSet, JMP, Matlab, MS Office, R, SQL, STATA, VBA

**INTERESTS:**

Fluent in Mandarin and English, Proficient in German and French, Working knowledge of Japanese Airlines/aircraft, maps, museums, performing arts, Pilates, traveling, and volleyball

**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, 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 Ward Whitt (undergraduate studies), Wai T. Chang Professor

Columbia University  
Tel: (212) 854-7255  
Email: ww2040@columbia.edu