

Tom Fangyun Tan

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EMPLOYMENT:

The 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, 2020-2021

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

08/12 – 05/19 Assistant Professor

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

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 (M&SOM)*, 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 (2020) The impact of load on operational risk at a commercial bank. *Management Science*, forthcoming.

WORKING PAPERS:

1. Jain N, Tan TF (2021) Managing online retail in emerging economies: Mobile channel and sales concentration.
 - Under minor revision, *Manufacturing and Service Operations Management*.

2. Lim S, Gao F, Tan TF (2019) Slow and steady, or fast and furious? An empirical study about omnichannel demand sensitivity to fulfillment lead time.

- Under revision (reject and resubmit), *Management Science*.

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)*.

WORK-IN-PROGRESS:

1. 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. Analysis completed.

2. Lim S, Tan TF, Gu B (2020) Multichannel and single-channel customers' product return.

- Data collected. Preliminary analysis completed.

3. Matamala J, Tan TF, Staats B (2020) Effect of Variety on Learning and Forgetting.

- Data collected. Preliminary analysis completed.

HONORS:

Management Science Distinguished Service Award, 2020

Manufacturing and Service Operations Management Meritorious Service Award, 2020

Corrigan Research Professorship, 2020

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

MEDIA MENTIONS:

1. Tired of Waiting on a Waiter?, *Eurek.Alert*, 07/29/2019

2. The Long Tail theory, debunked: we stick with what we know, *Mack Institute Podcast*, 2/22/2018

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

Associate Editor (Ad Hoc): *Journal of Operations Management*

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)*; *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*.

Editorial Board: *Production and Operations Management (POM)*

Judge: M&SOM Student Paper Competition (2020); Student Paper Competition for the Product Innovation and Technology Management (PITM) College of POM (2020); POMS Behavioral Operations Management (BOM) Junior Scholar Paper Competition (2018, 2019, 2020); M&SOM Service Special Interest Group (2018, 2019)

Track Chair: INFORMS Annual Conference (2021)

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

INVITED TALKS (BY YEAR):

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|------|---|
| 2018 | University of Texas at Dallas; University of Miami |
| 2017 | Fudan University; Universität Köln; Villanova University; Ohio State University; Emory University; Georgia Tech |
| 2016 | Boston University; Vanderbilt University; University of North Carolina at Chapel Hill; IESE Business School; Fudan University (seminar + tutorial on empirical methods) |
| 2015 | IE Business School; Katholische Universität Eichstätt-Ingolstadt; Universität Leipzig |
| 2012 | University of Notre Dame; Boston College; University of Southern Carolina; Southern Methodist University; National University of Singapore |

CONFERENCE PRESENTATIONS (BY YEAR):

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| 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:

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

ACADEMIC SERVICE:

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

08/20 – present Faculty Advisor to Analytics and Operations Club, Cox Business School, Southern Methodist University

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

09/19 – 05/20 Emerging Leaders Seminar Series, Southern Methodist University

03/19 – present Faculty Senator, Southern Methodist University
Member, Executive Committee
Member, Student Life Committee

09/12 – 09/20 Bachelor of Business Administration Policy Committee, Cox Business School, Southern Methodist University

10/12 – present ITOM Department Recruitment, 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:

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

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

Interests: Airlines/aircraft, Toastmasters, performing arts, Pilates, ballet, maps, museums, traveling, and volleyball

Citizenship: United States of America

REFERENCES:

Tom F. Tan Curriculum Vitae (3/19/2021)

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