

Tom Fangyun Tan

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EMPLOYMENT:

	The Cox School of Business, Southern Methodist University	Dallas, Texas
06/19 - current	Information Technology and Operations Management Department Associate Professor (with tenure)	
06/18 - current	Assistant Director of Master of Science in Business Analytics	
08/12 – 05/19	Assistant Professor	

EDUCATION:

09/07 - 05/12	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 - 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 (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 (2019) At your service on the table: Impact of tabletop technology on restaurant operations. *Management Science*, Forthcoming.
7. Tan TF, Staats B (2018) Behavioral drivers of routing decisions: Evidence from restaurant table assignment. *Production and Operations Management*, Forthcoming.

WORKING PAPERS:

1. Jain N, Tan TF (2018) Managing online retail in emerging economies: Mobile channel and sales concentration.
 - Under first-round major revision, *Manufacturing and Service Operations Management*.
2. Xu Y, Tan TF, Netessine S (2019) The impact of load on operational risk at a commercial bank.
 - Under first-round major revision, *Management Science*.
3. Lim S, Gao F, Tan TF (2019) Slow and sure, or fast and furious? An empirical study about omnichannel demand sensitivity to fulfillment lead time.
 - Under first-round review, *Management Science*.

4. 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. Preliminary analysis completed.

2. Gibson H, Tan TF, Staats B (2018) Multi-teaming and on-time delivery performance: Evidence from the United States Army Corps of Engineering.

- Data collected.

MEDIA MENTIONS:

1. Tired of Waiting on a Waiter?, *EurekAlert*, 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:**

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)*; *Journal of Business Ethics*; *Journal of Retailing*; *Service Science, Business & Information Systems Engineering (BISE)*; *Foundations and Trends in Technology, Information and Operations Management*.

Judge: 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); POMS Best Student Paper Competition at POMS PITM (2020)

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

03/19 - present

Faculty Senator, Southern Methodist University

- Executive Committee
- Student Life Committee

04/15 - present

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

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

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

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, ballet, 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
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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

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