

## **Xiaowei Xu**

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### **EXPERIENCE**

- 2011-Present **Associate Professor**, Department of Supply Chain Management and Marketing Sciences, Rutgers, The State University of New Jersey, New Brunswick, New Jersey.
- 2008-Present **Academic Director**, Undergraduate Program in Supply Chain and Marketing Science, Rutgers, The State University of New Jersey, New Brunswick, New Jersey.
- 2008-2011 **Assistant Professor**, Department of Supply Chain Management and Marketing Sciences, Rutgers, The State University of New Jersey, Newark, New Jersey.
- 2005-2008 **Assistant Professor**, Department of Management Science and Information System, Rutgers, The State University of New Jersey, Newark, New Jersey.

### **EDUATION**

- 2001-2005 **Northwestern University**  
Ph.D. in Industrial Engineering and Management Sciences  
Dissertation, "Strategic Product Line Selection and Pricing" (Advisor: Wallace Hopp)
- 1999-2001 **Michigan State University**  
M.S. in Statistics
- 1993-1999 **Tsinghua University**  
B.S. and M.S. in Applied Mathematics

### **AWARDS AND HONORS**

- 2010 **Junior Faculty Research Excellence Award**, Rutgers Business School
- 2010 **Management Science Meritorious Service Award**
- 2001-2005 **Walter P. Murphy, Royal E. Cabell, and Henderson Dissertation Year Fellowships**, Northwestern University

2002            **Arthur P. Hurter Outstanding Academic Excellence Award**,  
Department of Industrial Engineering and Management Sciences,  
Northwestern University

## **GRANTS**

2010-2014    **National Science Foundation Grant CMMI-MES 1030196**,  
“Collaborative Research: Optimal Sampling Plans in Supply Chains with  
Endogenous Product Quality” (\$96,954, PI)

2006-2009    **Research Resources Committee Grants**, Rutgers Business School

## **RESEARCH INTERESTS**

OM-Marketing-Finance Interfaces; Price Theory; Supply Chain Management

## **REFEREED JOURNAL ARTICLES**

[15] F. Gu, X. Liu, L. Qi, X. Xu, Z. Zeng. 2021. Financial and Social Impacts of Drug Price Changes: Evidence from 2017 Healthcare Reform in Liaoning Province, China. Forthcoming, **International Journal of Health Planning and Management**.

[14] P. Luong, X. Xu, “Pass-Through of Commodity Price Shocks in Distribution Channels with Risk-Averse Agents,” **International Journal of Production Economics**, Vol. 226, 2020, 107609.

[13] S. Guo, L. Zhao, X. Xu, “Impact of Supply Risks on Procurement Decisions,” **Annals of Operations Research**, Vol. 241(1), 2016, 411-430.

[12] J.L. Hong, X. Xu, S. Hao, “Capacity Reservation for Time-Sensitive Service Providers: An Application in Seaport Management,” **European Journal of Operational Research**, Vol. 245 (2), 2015, 470-479.

[11] L. Qi, J. Shi, X. Xu, “Supplier Competition and its Impact on Firm’s Sourcing Strategy,” **Omega**, Vol. 55, 2015, 91-110.

[10] J. Li, X. Xu, “Optimality of (s,S)-Policies in a Dynamic Pricing Model with Restocking Opportunities: A Sample Path Approach,” **Operations Research Letters**, Vol. 41 (6), 2013, 719-725.

[9] H. Wan, X. Xu, N. Tian, “The Incentive Effect of Acceptance Sampling Plans in a Supply Chain with Endogenous Product Quality,” **Naval Research Logistics** Vol. 60 (2), 2013, 111-124.

- [8] X. Xu, Y. Zhao, "Price-Only Contracts with Backup Supply," **Operations Research Letters** Vol. 38 (3), 2010, 201-206.
- [7] X. Xu, "Optimal Price and Product Quality Decisions in a Distribution Channel," **Management Science** Vol. 55 (8), 2009, 1347-1352.
- [6] X. Xu, W.J. Hopp, "Note: Price Trends in a Dynamic Pricing Model with Heterogeneous Customers: A Martingale Perspective," **Operations Research** Vol. 57 (5), 2009, 1298-1302.
- [5] W.J. Hopp, X. Xu, "A Static Approximation for Dynamic Demand Substitution with Applications in a Competitive Market," **Operations Research** Vol. 56 (3), 2008, 630-645.
- [4] H. Wan, X. Xu, "Note: Reexamination of All-or-None Inspection Policies in a Supply Chain with Endogenous Product Quality," **Naval Research Logistics** Vol. 55 (3), 2008, 277-282.
- [3] X. Xu, W.J. Hopp, "A Monopolistic and Oligopolistic Stochastic Flow Revenue Management Model," **Operations Research** Vol. 54 (6), 2006, 1098-1109.
- [2] W.J. Hopp, X. Xu, "Product Line Selection and Pricing with Modularity in Design," **Manufacturing & Service Operations Management** Vol. 7 (3), 2005, 172-187.
- [1] X. Xu, Y. Lin, "An Investment Decision Model with the Survival Probability Criterion and its Numerical Solutions: The Finite Horizon Case," **International Transactions in Operational Research** Vol. 9, 2002, 51-71.

## BOOK CHAPTERS

S. Chan Choi, J.M. Song, X. Xu, Y. Zhao, "Models of channel coordination," Chapter 10 in **Handbook of Research on Distribution Channels**, Charles A. Ingene, James R. Brown, Rajiv P. Dant (eds.), Elgar Publishing, 2019.

S. Chayet, W.J. Hopp, X. Xu, "The Marketing-Operations Interface," Chapter 8 in **Handbook of Supply Chain Analysis in the eBusiness Era**, David Simchi-Levi, David Wu, Max Shen (eds.), New York: Kluwer, 2004.

## REFEREED CONFERENCE PROCEEDINGS

A.K. Jain, X. Xu, T.K. Ho, F. Xiao, "Uniformity Testing Using Minimal Spanning Tree," **Proceedings of the 16<sup>th</sup> International Conference on Pattern Recognition (ICPR)** Vol. 4, 2002, 40281-40285.

## WORKING PAPERS

X. Xu, W.J. Hopp, J. Drayer, “Dynamic Ticket Pricing Based on Team Performance: Theory and Empirical Evidence,” to be submitted to EJOR

P. Luong, X. Xu, “Attitudes toward risk and cost pass-through differentiation in distribution channels with competing producers,” submitted to IJIO

T. Ni, H. Wan, X. Xu, “Supply Chain Relationship for Quality Improvement and Warranty Cost Sharing: Empirical Tests on Principal Agent Theory” to be submitted to Management Science

## **RESEARCH PROJECTS IN PROGRESS**

Pricing, inventory control and pass-through rates in distribution channels (joint with Phat Luong)

Product quality, pricing and warranty management in supply chains (joint with Hong Wan at Purdue University and Tian Ni at GM research center)

Investment decisions in bitcoin mining (joint with Hong Wan)

Agriculture commodity business cycles and capacity investment (joint with Qiang Li)

## **PRESENTATIONS**

“Pass-through of Commodity Price Shocks in Distribution Channels with Risk-averse Agents,” INFORMS Meeting, Phoenix, AZ, 2018.

“Using Bass Diffusion Models to Predict Future Online Sales in US and China,” DSI Meeting, Washington DC, 2017.

“When Not to Invest in Customers' Willingness-to-pay in Distribution Channels”, invited presentation at INFORMS Meeting, Philly, PA, 2015.

“How Prudence and Willingness-to-Pay Shape Price Trends in a Dynamic Pricing Model”, invited presentation at Hong Kong POMS meeting, HK, China, 2013.

“Price Trends in Dynamic Pricing Models”, invited presentation at INFORMS Meeting, Phoenix, AZ, 2012.

“Product Portfolio Evaluation and Differentiated Pricing: A Risk Management Perspective”, invited presentation at INFORMS Meeting, Charlotte, NC, 2011.

“Sequential and Simultaneous Pricing Games in Assembly Systems,” invited presentation at INFORMS Meeting, Austin, TX, 2010.

“Strategic Pricing Leadership and Choice of Pricing Variables in a Multi-Member Distribution Channel,” invited presentation at INFORMS Meeting, San Diego, CA, 2009.

“Bayesian Single Sampling Acceptance Plans in a Supply Chain with Endogenous Product Quality,” INFORMS Meeting, San Diego, CA, 2009.

“Optimal Price and Product Quality Decisions in a Distribution Channel,” invited presentation at INFORMS Meeting, Washington DC, 2008.

“Quality Improvement in a Supply Chain with Asymmetric Information,” INFORMS Meeting, Seattle, WA, 2007.

“Joint Determination of Optimal Product Assortment, Shelf Space Allocation, Pricing and Replenishment Policies,” M&SOM Conference, Beijing, P.R. China, 2007.

“Joint Determination of Optimal Manufacturing Process Control Policy and Warranty Length in a Supply Chain,” INFORMS Meeting, Pittsburg, PA, 2006.

“A Static Approximation for Dynamic Demand Substitution,” invited presentation at INFORMS Meeting, San Francisco, CA, 2005.

“Heuristics for Demand Forecasting and Learning in Revenue Management,” invited presentation at IFORS Meeting, Honolulu, HI, 2005.

“Dynamic Pricing and Inventory Control with Demand Substitution: The Value of Pricing Flexibility,” invited presentation at INFORMS Meeting, Denver, CO, 2004.

“A Joint Marketing/Operations Model of Differentiated Product Decisions,” INFORMS Meeting, Atlanta, GA, 2003.

## **TEACHING INTERESTS**

Supply Chain Analytics; Operations Economics; Quantitative Marketing Models; Spreadsheet Modeling

## **COURSES BEING TAUGHT**

26:799:685 Supply Chain and Marketing Interfaces (PhD core)  
Average teaching effectiveness/overall course quality (6 sections): 4.39/4.48

22:799:670 Supply Chain Business Intelligence (master/MBA elective)  
Average teaching effectiveness/overall course quality (1 section): 4.14/4.05

33:799:310 Demand Planning and Fulfillment (undergraduate major core)  
Average teaching effectiveness/overall course quality (20 sections): 3.42/3.49

## **COURSES TAUGHT PREVIOUSLY**

- 26:799:675 Marketing Models (PhD core)  
Average teaching effectiveness/overall course quality (2 sections): 3.84/3.94
- 22:960:575 Data Models (evening MBA)  
Average teaching effectiveness/overall course quality (4 sections): 4.19/4.06
- 22:799:580 Operations Analysis (evening MBA and full time Professional Accounting  
MBA)  
Average teaching effectiveness/overall course quality (9 sections): 3.32/3.56
- 29:623:311 Production and Operations Management (undergraduate school core)  
Average teaching effectiveness/overall course quality (13 sections): 4.03/3.99

### **DOCTORAL STUDENT ADVISING**

Zeng Zheng, committee co-chair, Rutgers Business School, 2019

Qiang Li, committee co-chair, Rutgers Business School, 2017

Bonnie Zhang, committee member, Rutgers Business School, 2016

Ju Myung Song, committee member, Rutgers Business School, 2015

Andrew Johnson, committee member, Rutgers Business School, 2014

Tian Ni, committee co-chair, Purdue University, 2013

Xin Xu, committee member, Rutgers Business School, 2012

Srinivasa Puranam, committee member, Rutgers Business School, 2010

Adam Fleischhacker, committee member, Rutgers Business School, 2009

### **PROFESSIONAL ACTIVITIES AND SERVICE**

NSF Review Panel (MES/SES), 2010-2013

Judge, M&SOM Student Paper Competition, 2006-2012

Session Chair, INFORMS Meeting, Atlanta, GA, October 2003

Referee for Operations Research, Management Science, M&SOM, POM, EJOR and IIE  
Transactions

Member of Institute for Operations Research and the Management Sciences (INFORMS)

Member of the Manufacturing & Service Operations Management (M&SOM) Society