

# Yu Amy Xia, Ph.D.

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Professor of Business

Raymond A. Mason School of Business, College of William and Mary, Williamsburg, VA 23188

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## **PROFESSIONAL EXPERIENCE**

- 2022-Current Professor of Business, Operations and Information Technology Group. Raymond A. Mason School of Business, *the College of William and Mary*, Williamsburg, VA
- 2022-2023 Visiting Professor, Pratt School of Engineering, *Duke University*, Durham, NC
- 2018-2022 Associate Professor of Business Analytics, Operations and Information Technology Group. Raymond A. Mason School of Business, *the College of William and Mary*, Williamsburg, VA
- 2011-2018 Associate Professor of Operations and Supply Chain Management, Supply Chain and Information Management Group. D'Amore-McKim School of Business, *Northeastern University*, Boston, MA
- 2005-2011 Assistant Professor, Department of Management and Marketing, Jennings A. Jones College of Business, *Middle Tennessee State University*, Murfreesboro, TN
- 2003-2005 Assistant Professor, Department of Management and Marketing College of Business and Entrepreneurship, *Fort Hays State University*, Hays, KS
- 1999-2003 Teaching Assistant, Department of Decision Sciences Carson College of Business, *Washington State University*, Pullman, WA
- 1997-1999 Business Analyst, Off-Shore Banking Department *China Merchants Bank*, Headquarter, Shenzhen, China

## **EDUCATION BACKGROUND**

- 1999-2004 Ph.D., Business Administration  
Major: Operations Management/Supply Chain Management  
Minor: Management Information System  
Carson College of Business, *Washington State University*, Pullman, WA
- 2001-2003 M.S., Statistics  
College of Arts and Sciences, *Washington State University*, Pullman, WA
- 1994-1997 M.E., Management Science-Finance  
Antai College of Economics and Management, *Shanghai Jiaotong University*, Shanghai, China
- 1990-1994 B.E., Electronic Engineering-Automatic Control, *Huazhong University of Science and Technology*, Wuhan, China

## **GRANTS RECEIVED**

- 2020- 2023 Global Research Institute seeding grant and extension, William and Mary, "Blockchain Data Visualization for Supply Chain Management", \$31K (PI with Rachel Chung)
- 2020- 2021 Defense Advanced Research Projects Agency (DARPA), Strategic Technology Office (STO), LogX research grant entitled "Distributed Inference for Stochastic State Estimation and Coordination in Time." (Co-PI with PI: Richard Lau; my share of USD\$220K)
- 2020- 2021 DARPA, Lagrange research grant entitled "Data Driven dynamic optimization of systems -DLA Supply Chain Transaction" to study novel approaches in blockchains for supply chain management. (Co-PI with PI: Tuhin Sahai, Co-PIs: Vahid Tarokh and Benjamin Lee; my share of USD\$60K)
- 2020- 2021 Global Research Institute seeding grant, William and Mary, "Quantify the Benefit and Risk of Adopting Blockchain Technology in Supply Chain Management," (PI, USD\$6K)
- 2013 Business Sustainability Institute Research Grant, Northeastern University (PI, USD\$5K)

## **HONORS/AWARDS**

- 2020- 2024      Affiliated Faculty, Global Research Institute, William and Mary
- 2020- 2022      Mellon Faculty Fellow, research advisor of high-achieving undergraduate students who have overcome unusual adversity and/or are members of underrepresented groups who contribute to campus diversity
- 2020- 2022      Dean's Research Fellow, Raymond A. Mason School of Business, William and Mary
- 2019- 2021      Summer Research Award, Raymond A. Mason School of Business, William & Mary
- 2011- 2015      Summer Research Award, D'Amore-McKim School of Business, Northeastern University
- 2011              Best Reviewer Award, OMEGA-The International Journal of Management Sciences.
- 2009- 2010      Faculty Teaching Award of Jennings A. Jones College of Business, Middle Tennessee State University (MTSU)
- 2008- 2009      Distinguished Assistant Professor of Jennings A. Jones College of Business, MTSU
- 2007              "A person at MTSU who makes real difference" anonymously nominated by MTSU graduates

## **JOURNAL ARTICLE PUBLICATIONS**

- Panos Kouvelis, Xingxing Chen, **Yu Xia** (2023) Managing Material Shortages in Project Supply Chains: Inventories, Time Buffers, and Supplier Flexibility, *Production and Operations Management*, forthcoming.
- Jing Liang, Shilei Yang, **Yu Xia** (2023) The Role of Financial Slack on the Relationship between Demand Uncertainty and Operational Efficiency. *International Journal of Production Economics*, forthcoming.
- Gang Li and **Yu Xia** (2023) A Supply Chain Sourcing Model at the Interface of Operations and Sustainability. Featured article on *IIE Transactions*, 55 (8) 794-806.
- Yu Xia**, Shilpi Grover, Robert C. Lieb (2021) Keeping PACE with Blockchain in Ocean Transportation, feature article on *Supply Chain Management Review*, March/April 2021, 33-39. (with MBA student)
- Qin Wan, Shilei Yang, Yi Liao, **Yu Xia** (2020) Group-buying Coupons Considering Consumers' Perceived Ease of Use, *International Transactions in Operational Research*. 27(3), pp.1638-1663.
- Rong Li, **Yu Xia**, Xiaohang Yue (2019), Scrap or Sell: The Decision on Production Yield Loss, *Production and Operations Management*, 28(6), 1486-1502.
- Wei Zhang, Zhongsheng Hua, **Yu Xia**, Baofeng Huo (2016) Dynamic Multi-Technology Production-Inventory Problem with Emission Trading, *IIE Transactions*, 48(2), 110-119.
- Yu Xia**, Bintong Chen, Vaidy Jayaraman, Charles Munson, C. (2015) Competition and Market Segmentation of the Call Center Service Supply Chain, *European Journal of Operational Research*, 247(2), 504-514.
- Yu Xia**, Xingxing Zu, Chunming Shi (2015) A Profit-Driven Approach to Building a "People-Responsible" Supply Chain, *European Journal of Operational Research*, 241(2), 348-360.
- Amy Zeng, **Yu Xia** (2015) Building a Mutually Beneficial Partnership to Ensure Backup Supply, *Omega: the International Journal of Management Science*, 52, 77-91.
- Kefeng Xu, Yan Dong, **Yu Xia** (2015) 'Too Little' or 'Too Late': The Timing of Demand Collaboration in Supply Chains, *European Journal of Operational Research*, 241, 370-380.
- Yu Xia** (2012) The Switching Decision between Pricing Strategies based on Operation Efficiency. *International Journal of Operations Research*, 9(3), 151-161.
- Chunming Shi, Shilei Yang, **Yu Xia**, Xuan Zhao (2011) Inventory Competition for Newsvendors under the Objective of Profit Satisficing, *European Journal of Operational Research*, 215, 367-373.

- Yu Xia**, Thomas Tang (2011) Sustainability in Supply Chain Management: Suggestions for the Auto Industry, *Management Decision*, 49(4), 495-512.
- Yu Xia** (2011) Competitive Strategies and Market Segmentation for Suppliers with Substitutable Products, *European Journal of Operational Research*, 210(2), 194-203.
- Adam Snider, **Yu Xia**, Lu Xia. (2011) Service Quality Improvement Strategies and Tools for University Libraries, *International Journal of Society Systems Science*. 3(2), 99-118. (coauthored with an undergraduate student)
- Chunming Shi, Xuan Zhao, **Yu Xia** (2010) The Setting of Profit Targets for Target Oriented Divisions, *European Journal of Operational Research*, 206(1), 86-92.
- Jinfeng Yue, **Yu Xia**, Thuhang Tran (2010) Selecting Sourcing Partners for a Make-to-Order Supply Chain, *Omega: the International Journal of Management Science* , 38 (3-4), 136-144.
- Jinfeng Yue, **Yu Xia**, Thuhang Tran, Bintong Chen. (2009) Using Frontier Portfolios to Improve Make-to-order Operations, *Production and Operations Management*, 18 (2), 226-239.
- Yu Xia**, Bintong Chen, Panos Kouvelis. (2008) Market-Based Supply Chain Coordination by Matching Suppliers' Cost Structures with Buyers' Order Profiles, *Management Science*, 54 (11), 1861-1875.
- Yu Xia**, Bintong Chen, Jinfeng Yue (2008) Job Sequencing and Due Date Assignment in a Single Machine Shop with Uncertain Processing Times, *European Journal of Operational Research*, 184 (1), 63-75.
- Yu Xia**, Jinfeng Yue, Ge Hu (2008) Sequence and Due Date Assignment with Uncertain Processing Times and Mixed Penalty Functions, *International Journal of Business and Systems Research*, 2 (3), 258-271.
- Yu Xia**, Thomas Tang (2008) The Dangerous Myth about Outsourcing: Implications for Supply Chain Management, *International Journal of Psychology*, 43 (3-4), 704-704.
- Yu Xia**, Meizeng Tu (1997) Application Probe of Interferential Principle in Systematic Management, *Scientific Management Research* (In Chinese).

### **CONFERENCE PROCEEDINGS, BOOK CHAPTERS, MAGAZINE, AND OPEN-SOURCE PUBLICATIONS**

- Gillian Doby, Yu Xia (2023 Nov.) Fraud Reduction in Humanitarian Supply Chain Using Blockchain Technologies. *Decision Sciences Institute Annual Conference*
- Alex Singer, **Yu Xia** (2022 April) Port Congestion Chaos and Our Remedy. *Northeast Decision Sciences Institute Annual Conference*, Newark, NJ.
- Alexander Singer, **Yu Xia** (2022) Overcoming the obstacles at U.S. ports: It's a task that demands an emphasis on long-term and strategic initiatives. *Supply Chain Management Review*, top blog.  
[https://www.scmr.com/article/overcoming\\_the\\_obstacles\\_at\\_u.s.\\_ports](https://www.scmr.com/article/overcoming_the_obstacles_at_u.s._ports)
- Nitya Labh, **Yu Xia** (2022) Can Blockchain Technology Build Trust? The Digital Tool could have Uses in International Diplomacy. *InkStick*, <https://inkstickmedia.com/can-blockchain-technology-build-trust/>
- Yu Xia** (2021) Extending ports' operating hours won't be enough to fix supply chain disruptions. *The Hill*, <https://thehill.com/opinion/finance/586861-extending-ports-operating-hours-wont-be-enough-to-fix-supply-chain>
- Jiali Xing, David Fischer, Nitya Labh, Ryan Piersma, Benjamin Lee, Yu Xia, Tuhin Sahai, Vahid Tarokh (2021) Talaria: A Permissioned Blockchain Simulator for Logistics and Beyond. <https://arxiv.org/pdf/2103.02260.pdf>
- Nicola Ibba, Troy Wiipongwii, Rachel Chung, **Yu Xia** (2021) SimChain: Simulator for Supply Chain Decision Making with Blockchain. *Pre-ICIS SIGDSA Symposium*, Austin, Texas, (with MBA student)
- Yu Xia**, Gillian Doby (2020) COVID-19 isn't going anywhere, Food Supply Chain must Adjust, feature article on the Post-COVID-19 Governance Playbook *Diplomatic Courier*, Vol IV, August 2020. (with MBA student)

- Yu Xia**, Shilei Yang, Cissy Xu (2019) Maintain and Develop a Responsible Supplier Base at the Interface of Operations and Sustainability. *Decision Sciences Institute annual conference*, New Orleans, Louisiana.
- Jenny Chen, Jason Choi, **Yu Xia** (2017) Editorial to the Special Issue on Optimization of Industrial Systems with Market Disruptions, *International Transactions in Operational Research*, 24 (4), 687-696.
- Yu Xia**, Bintong Chen, Vaidy Jayaraman (2011) Call Center Competition and Market Segmentation in Business Process Outsourcing, *Decision Sciences Institute annual conference*, Boston, Massachusetts.
- Yu Xia** (2010) Competitive Suppliers' Choice between the Long-term Profit Maximization Strategy and the Short-term Sale Promotion Strategy. *Decision Sciences Institute annual conference*, San Diego, California.
- Yu Xia** (2009) Competition Strategy and Market Segmentation for Suppliers with Replaceable Products. *Decision Sciences Institute annual conference*, New Orleans, Louisiana.
- Jinfeng Yue, **Yu Xia**, Thuhang Tran, Bintong Chen (2009) Supplier Selection in Make-to-order Manufacturing, *Innovative Quick Response Programs in Logistics & Supply Chain Management*, 181-201. Springer-Verlag, Berlin, Germany.
- Yu Xia**, Thomas Tang (2008, July) The Dangerous Myth about Outsourcing: Implications for Supply Chain. *International Congress of Psychology*, Berlin, Germany.
- Jinfeng Yue, **Yu Xia**, Truhang Tran, Bintong Chen (2008, November) Sourcing Partner Selection for Manufacturer in a Make-to-Order Supply Chain. *Decision Sciences Institute annual conference*, Baltimore, Maryland.
- Yu Xia**, Jinfeng Yue, Ge Hu (2007, November) Sequence and Due Date Assignment with Uncertain Processing Times and Mixed Penalty Functions. *Decision Sciences Institute annual conference*, Phoenix, Arizona.
- Yu Xia**, Bintong Chen (2005) Algorithmic Applications in Management: Sequence Jobs and Assign Due Dates with Uncertain Processing Times and Quadratic Penalty Functions, *Lecture Notes in Computer Science*. Springer-Verlag, Berlin, Germany.
- Yu Xia** (2004, November) Coordination Impact on Market Segmentation for Two-Stage Supply Chain in Competitive Environment. *Decision Sciences Institute annual conference*, Boston, Massachusetts.
- Yu Xia**, Bintong Chen (2003, November) Supplier Competition and Market Segmentation under Two Strategies. *Decision Sciences Institute annual conference*, Washington, District of Columbia.
- Yu Xia**, Bintong Chen, Jinfeng Yue (2002, November) Due Date Assignment and Sequencing in Single Machine Shop with Uncertain Process Times: A Laplace Approach. *Decision Sciences Institute annual conference*, San Diego, California.
- Yu Xia**, Bintong Chen. (2002, November) Determining Market Share for Finite Number of Suppliers by Their Logistic Efficiency. *Decision Sciences Institute annual conference*, San Diego, California.

### **SEMINAR, INVITED TALKS, AND PANEL DISCUSSION**

- Yu Xia** (2023, May 30) Discussant, Supply Chain Finance and Risk Management Workshop, University of Washington at St. Louis, St. Louis, MO.
- Kimberly Smith, **Yu Xia** (2021, Oct 22) Panel: Across Campus Research Seminar, College of William and Mary, Zoom
- Yu Xia** (2021, April 29) Keeping PACE with Blockchain in Ocean Transportation, Hyperledger Supply Chain Special Interest Group Seminar Series, Online <https://www.youtube.com/watch?v=UmAoXS6vep4>
- Yu Xia** (2019, Feb. 8) Achieving Sustainability and Cost Efficiency through Sourcing Plan and Supplier Development, Mathematics Colloquium of College of William and Mary, Williamsburg, VA
- Yu Xia** (2016, May 30) Sustainable Sourcing Plan and Supplier Development. Shanghai Jiaotong University, Shanghai, China.
- Yu Xia** (2016, May 23), Achieving Sustainability and Cost Efficiency through Sourcing Plan and Supplier Development. Nanchang University, Nanchang, Jiangxi Province, China.

**Yu Xia** (2015, June 19) Panel: Perspectives of Business Analytics among Researchers, Educators, and Practitioners. Business Analytics Summer Event at Bentley University, MA.

**Yu Xia**, Chialin Chen (2014, Feb.) Green Product Innovation and Market Segmentation, D'Amore-McKim School of Business Research Showcase.

**Yu Xia** (2012 March 29). Call Center Competition and Market Segmentation in Business Process Outsourcing, Northeastern RISE Presentation. Northeastern University

**Yu Xia** (2009, Nov.), Panel: The Role of IT in Supply Chain Management. DSI annual conferences, New Orleans, LA.

**Yu Xia**, Bintong Chen, Panos Kouvelis (2006, July), Supply Chain Coordination by Matching. Workshop on Optimization and Application, Tsinghua University, Beijing, China.

**Yu Xia**, Bintong Chen, Panos Kouvelis (2003, March). Supply Chain Coordination by Matching Suppliers' Cost Structures with Buyers' Order Profiles. The Boeing Center for Technology, Information and Manufacturing Research Events, St. Louis, MO. (Invited)

### **CONFERENCE PRESENTATIONS**

Chunlin Wang, Huaqing Wang, **Yu Xia**, Capacity Investment and Pricing Strategies Across International Markets Under Currency Exchange Rate and Tariff Uncertainty, The Institute for Operations Research and the Management Sciences (INFORMS) annual conference, Oct. 2023, Phoenix, AZ. (Invited)

**Yu Xia**, Gang Li (2023) Sustainable Sourcing Considering Wholesale Price Discount, Production and Operations Management (POM) annual conference, May 2023, Orlando, FL. (Invited)

**Yu Xia** (2023) Understanding Blockchain Technology Performance in Supply Chain Management with Computer Simulations and Experiment, Production and Operations Management (POM) annual conference, May 2023, Orlando, FL. (Invited)

Murat Erkoç, Huaqing Wang, Chunlin Wang, **Yu Xia**, Capacity Investment and Pricing Strategies across International Markets under Currency Exchange Rate and Tariff Uncertainty, Production and Operations Management (POM) annual conference, May 2023, Orlando, FL. (Invited)

**Yu Xia**, Understanding Blockchain Technology Performance in Supply Chain Management with Computer Simulations and Experiment, Production and Operations Management (POM) annual conference, May 2023, Orlando, FL. (Invited)

**Yu Xia**, Gang Li (2022) Sustainable Sourcing Plan Aligning with Supplier Pricing Policy, Decision Sciences Institute (DSI) annual conference, Nov. 2022, Houston, Texas.

Evan Lim, **Yu Xia** (2022 April), Data Analysis on Auto Industry Development and Consumer Preferences. 2022 Production and Operations Management Society (POM) annual conference, Online (Invited)

Rachel Chung, **Yu Xia**, Nicola Ibba, Pratyush Sharma (2022 April). Impact of Blockchain Data on Supply Chain Decision Making: An Experimental Study. 2022 POMS annual conference, Online (Invited)

Xiaoping Liu, **Yu Xia** (2022 April). Acquiring Heterogeneous Customer Data for Business Analytics. 2022 POMS annual conference, Online (Invited)

Alex Singer, **Yu Xia** (2022 April) Port Congestion Chaos and Our Remedy. 2022 Northeast Decision Sciences Institute Annual Conference, Newark, NJ.

Nicola Ibba, Troy Wiipongwii, Rachel Chung, **Yu Xia**. SimChain (2021 Dec.) Visualizing Supply Chain Decision Making with Blockchain. Pre-ICIS SIGDSA Symposium, Austin, Texas, 2021.

**Yu Xia**, Nitya Labh (2021 May) Trust Building in Supply Chain Management through Blockchain Technology, annual conference, POMS Annual Conference Online (Invited)

**Yu Xia**, Gillian Doby, Troy Wiipongwii (2021 May) Fraud Prevention in NGO Operations Using Blockchain Technology, POM annual conference, Online (Invited)

Tingting Chung, **Yu Xia**, Nicola Ibba (2021 March) Blockchain Technology for Supply Chain Bullwhip Effect Mitigation: An Experimental Study, Virginia Research Seminar Series annual conference, Online

**Yu Xia**, Shilei Yang, Cissy Hartling, (2019 Nov.) Eco-Labeling Program Design and Adoption to Improve Environmental and Profit Performance, Decision Science Institute (DSI) annual conference, New Orleans, LA

**Yu Xia** (2019 May) Balance Electricity Supply in Smart Grid, POM annual conference, Washington D.C. (Invited)

**Yu Xia** (2018 Nov.) Confidence Analysis in Project Due Date Setting. DSI annual conference, Chicago, Illinois. (Invited)

Jie Ding, **Yu Xia** (2018 Nov.) Machine Learning to Establish Confidence in Setting Project Due Date. Institute for Operations Research and the Management Sciences (INFORMS) annual conference, Phoenix, Arizona.

**Yu Xia** (2017 Nov.) Use Green Design in Supply Chain Competition. DSI annual conference, Washington D.C. (Invited)

**Yu Xia**, Gang Li (2017 August) Achieving Sustainability and Cost Efficiency through Sourcing Plan and Supplier Development, Symposium on Innovations and Sustainability. Hong Kong, China.

**Yu Xia**, Gang Li (2017, May) Build Sustainable and Efficient Supply Chain through Sourcing, POMS annual conference. Seattle, Washington. (Invited)

Xingxing Chen, Panos Kouvelis, **Yu Xia** (2017, May) Project-based supply chain: inventory and Pareto analysis of wholesale price contract, POMS annual conference. Seattle, Washington. (invited)

Xiaowei Jin, **Yu Xia** (2017, April) The Design of Eco-Sustainable Disassembly Strategy, Northeast Decision Science Institution (NEDSI) annual conference, Springfield, MA.

Panos Kouvelis, Xingxing Chen, **Yu Xia** (2016, Nov.) Project Supply Chain: An analysis of wholesale price contract. INFORMS annual conference, Nashville, TN.

**Yu Xia**, Shilei Yang, Qin Wan, Yi Liao (2016, May) Group-Buying Vouchers and Customers' Perceived Ease of Use. POMS annual conference, Orlando, Florida. (Invited)

**Yu Xia**, Cissy Yang, Shilei Yang (2015, Nov.) Eco-label System Impact on Market Share and Profit. INFORMS annual conference, Philadelphia, PA. (Invited)

**Yu Xia**, Gang Li (2015, July) Sourcing Plan to Build a Sustainable and Effect Supply Chain. 8th International Conference of the Chinese Scholars Association for Management Science and Engineering (CSAMSE), Shenyang, China. (Invited)

**Yu Xia**, Gang Li (2015, June) Supplier Selection Problem in a Triple Bottom-Line Decision Framework, The Service Management and Science Forum, Bentley University, Waltham, MA.

**Yu Xia**, Chen, C. & Jayaraman, V. (2015, May) Market competition and Segmentation with Green Product Introduction. POMS annual conference, Washington DC. (Invited)

**Yu Xia**, Gang Li (2015 May) Optimal, Socially Responsible, and Sustainable Supplier Selection Problem. POMS annual conference, Washington DC. (Invited)

**Yu Xia**, Gang Li (2015 March) ESG-Bounded Sourcing Plan to Build a Sustainable Global Supply Chain, NEDSI annual conference, Boston, MA.

**Yu Xia**, Cissy Yang (2014, Oct.) Eco-labels and Their Contribution to Company Profit, INFORMS annual conference, San Francisco, CA.

**Yu Xia** (2014, May) Supply Chain Lot-sizing Coordination impact on Market Segmentation in a Competitive Environment, POMS annual conference, Atlanta, GA.

**Yu Xia**, Bintong Chen, Vaidy Jayaraman, Charles Munson (2013, Oct.) Market Segmentation of Call Centers: The Case for Back-sourcing, INFORMS annual conference, Minneapolis. (Best Paper Award Competition)

**Yu Xia**, Chialin Chen (2013, July) Green Innovation in Supply Chain Competition. 26th European Conference on Operational Research, Rome, Italy.

**Yu Xia**, Cissy Yang (2013 May) Green Labeling and Carbon-Efficient Transportation. POMS annual conference, Denver, CO.

**Yu Xia**, Chialin Chen (2013, May) Green Product Innovation and Market Segmentation. POMS annual conference, Denver, CO.

**Yu Xia**, Xingxing Zu (2012, Oct.) Take Responsibility of Building an Ethical Supply Chain. INFORMS annual conference, Phoenix. (invited)

**Yu Xia**, Xingxing Zu (2012, June) Responsible Operations in Competitive Supply Chain. INFORMS-Beijing, Beijing, China. (invited)

**Yu Xia** (2012, April) Green Product Innovation and Market Segmentation. POMS annual conference, Chicago. (Invited)

Amy Zeng, **Yu Xia** (2012, April) Designing Backup Supply Contracts to Cope with Supply Disruption Risks. POMS annual conference, Chicago. (Invited)

**Yu Xia**, Bintong Chen, Vaidy Jayaraman, V., (2011, Nov.) Call Center Competition and Market Segmentation in Business Process Outsourcing, DSI annual conference, Boston, MA.

**Yu Xia**, Thomas Tang (2010, Oct.) Suggestions for Auto Industry Supply Chain Sustainability. INFORMS annual conference, Austin, TX.

**Yu Xia** (2008, Oct.), Selecting Sourcing Partners for a Make-to-order Supply Chain. INFORMS annual conference, Washington, DC.

Chunming Shi, Xuan Zhao, **Yu Xia** (2008, July), A Quantitative Model for Profit-Target Setting. Inaugural CSAMSE Conference, Shanghai, China.

Jinfeng Yue, **Yu Xia**, Truhang Tran, Bintong Chen (2008, July), Frontier Portfolios in Make-to-order Manufacturer Supplier Selection. Inaugural CSAMSE Conference, Shanghai, China.

Jinfeng Yue, **Yu Xia** (2006, Nov.), Job Shop Scheduling with Uncertain Job Processing Time and Limited Distribution Information. INFORMS annual conference, Pittsburg, PA. (Invited)

**Yu Xia**, Bintong Chen, B. (2005, Nov.), Job Sequencing and Due Date Assignment in a Single Machine for Linear Penalty. INFORMS annual conference, San Francisco, CA.

**Yu Xia**, Bintong Chen, Panos Kouvelis (2003, Oct.), Market-Based Supply Chain Coordination by Matching Suppliers' Cost Structures with Buyers' Order Profiles. INFORMS annual conference, Atlanta, GA.

**Yu Xia**, Bintong Chen (2002, Nov.), Market Share Determination and Nash Equilibrium Pricing Strategies for Suppliers by Their Logistic Efficiency. INFORMS annual conference, San Jose, CA.

### **TEACHING EXPERIENCE:**

Experienced teacher who has taught students in public and private schools, undergraduate and graduate courses, small and large classrooms, through online and onsite delivery methods.

Developed and taught courses that cover topics in *Business Analytics*, *Machine Learning*, *Supply Chain Management*, *Operations Management*, *Project Management*, *Quality Management* and *Logistics Management*.

### **TRAINING/SELF-IMPROVEMENT PROGRAMS ATTENDED:**

Courses:

- *Advanced Topics in Deep Learning*, Electrical and Computer Engineering, Duke University 2023
- *Introduction to Deep Learning*, Electrical and Computer Engineering, Duke University 2022
- *Block chain & Int'l Development*, Public Policy, William & Mary. Spring 2019
- *Neural Networks for Machine Learning*, Computer Sci., William & Mary. Spring 2019

Workshops:

- *Deep Learning Program Transition Workshop*, Statistical and Applied Mathematical Sciences Institute (SAMSI), March 2019 & March 2020
- *Machine Learning Winter School*, Engineering School, Duke University, Jan., 2019
- *Workshop in Operations Research and Data Science*, Business School, Duke University, Dec. 2018
- *Advancing Evidence-Based Teaching*, Center for Advancing Teaching and Learning through Research, Northeastern University, May 2016
- *Case method teaching seminar*, Harvard Business Publishing & Harvard University, March 2014

## **PROFESSIONAL SERVICE**

### **Area Editor**

2023- 2026     **Area Editor**, *Decision Sciences Journal* (DSJ) Fast Track Department

### **Guest Editor**

2019- 2021     **Guest Editor**, *Annals of Operations Research* (ANOR) Special Issue “Advances of Real Cases Based Operations Research”

2015-2016     **Guest Editor**, *International Transactions in Operational Research* (ITOR) Special Issue “Optimization of Industrial Systems with Market Disruptions”

### **Academic Journal Editorial Board Member**

2012-Current    American Journal of Operations Research (AJOR)

2009-2018     International Journal of Information System and Supply Chain Management (IJISSCM)

2012-2018     American Journal of Business (AJB)

### **Academic Conference: Moderator/Facilitator**

2019- 2021     DSI Member Service Committee

2021-2023     POMS conference session chair

2019            INFORMS Conference on Service Sciences (ICSS), program committee member

2010, 2018     Decision Sciences Institute annual conferences, session chair

2011-2014     Production and Operations Management Society annual conference, session chair

2009            Decision Sciences Institute annual conferences, Invited panel speaker on the current issues and challenges in supply chain management and the future of supply chain management

### **Ad-Hoc Reviewer**

Actively serving as a reviewer for various top journals such as:

*Manufacturing and Service Operations Management, Production and Operations Management, European Journal of Operational Research, Omega, International Journal of Management Science; Decision Sciences, IEEE Transactions on Systems; IIEE (IIE) Transactions; etc.*

## **SERVICE AT UNIVERSITY, COLLEGE AND DEPARTMENTAL LEVELS**

2021 – 2022     Faculty Search Committees for department (3)

2019 – 2022     Mason School of Business Faculty Teaching Evaluation Subcommittee Chair or Member (4)

2019 – 2022     William & Mary University Educational Policy Committee

2019 – 2022     Mason School Faculty Research Committee

2019 – 2022     William & Mary, Freshman Advisor

2018            DMSB Departmental faculty search committee

2015 – 2017     DMSB Undergraduate program curriculum committee (college)

2016            DMSB interdisciplinary case competition judge

2011 – 2015     Student Advisor and Reference

2012, 2015     Supply chain program curriculum committee (departmental)

2013 – 2015     New faculty recruiting committee

2013            Course Coordinator for newly combined Supply Chain and Operations Management core course

2012            RISE Presentation, Northeastern University

2012, 2014     Commencement Marshal

## **MEDIA**

- 2023 Auxiliary entry of Li & Gang (2023): Apple learned to build a sustainable supply chain, how about your company? Research Inside of *IISE* Journals, ISE Magazine, July 2023, 55(7), 52.
- 2022 Opinion quoted in US News. Aug. 8<sup>th</sup>, "What Is the Best Time of Year to Buy Large Appliances?"  
<https://money.usnews.com/money/blogs/my-money/articles/best-times-of-year-to-buy-large-appliances>
- 2021 Interviewed by Bob Trebilcock at the Talking Supply Chain Podcast:  
PACE yourself, or How blockchain can transform ocean shipping  
[https://www.scmr.com/podcast/how\\_blockchain\\_can\\_transform\\_ocean\\_shipping](https://www.scmr.com/podcast/how_blockchain_can_transform_ocean_shipping)
- 2019 Interviewed and opinion shared in American Express Forum  
"The Future of Supply Chain Management: What the Thought Leaders Say"  
<https://www.americanexpress.com/en-us/business/trends-and-insights/articles/the-future-of-supply-chain-management--what-the-thought-leaders-say/>
- 2019 Interviewed and opinion shared in American Express Forum  
"Should You Make Automatic Purchase Orders Part of Your Supply Chain Strategy?"  
<https://www.americanexpress.com/en-us/business/trends-and-insights/articles/should-you-make-automatic-purchase-orders-part-of-your-supply-chain-strategy/>