

# Yuliang “Oliver” Yao

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Department Chair and Professor  
George N. Beckwith’32 Professor  
Department of Management  
College of Business & Economics, Lehigh University  
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## **EDUCATION**

**Ph.D.**, University of Maryland, August 2002  
College Park, Maryland  
*Dissertation: Measuring Impacts of Electronic Commerce on Supply Chain Management*

**MBA**, Rensselaer Polytechnic Institute, May 1997  
Troy, New York

**BS** in Mechanical Engineering, Shanghai Jiao Tong University, July 1995  
Shanghai, China

## **ACADEMIC APPOINTMENT**

George N. Beckwith’32 Professor July 2012 – present  
College of Business & Economics  
Lehigh University

Department Chair and Professor May 2015 – Present  
College of Business & Economics  
Lehigh University

Associate Professor May 2010 – May 2015  
College of Business & Economics  
Lehigh University

C. Scott Hartz ’68 Term Professor July 2006 – June 2012  
College of Business & Economics  
Lehigh University

Assistant Professor August 2003 – April 2010  
College of Business & Economics  
Lehigh University

Assistant Professor August 2002 – July 2003  
College of Business Administration,

California State University, San Marcos

## **PROFESSIONAL EXPERIENCE**

*Production Planning Analyst, Bugle Boy Industries, Inc.* **May 1997 - December 1998**

Duties include: production plan formulation and optimization, operation coordination, and global sourcing.

## **RESEARCH INTERESTS**

Business Analytics, Large Scale Data Analysis, Business Value of Information Systems, Electronic Commerce, Social Networks; Supply Chain Collaborations, Organizational Learning

## **PUBLICATIONS**

### ***Refereed Articles***

1. Ling Xue, Ke Yang, and Yuliang Yao, "Examining the Effects of Interfirm Managerial Social Ties on IT Components Diversity: An Agency Perspective." Forthcoming, *MIS Quarterly*.
2. Yan Dong, Kefeng Xu, and Tony Cai, and Yuliang Yao "Service Failure Recovery and Prevention: Managing Stockouts in Distribution Channels." *Marketing Science*, 34(5), 2015, pp. 689-701.
3. Yongrui Duan, Yuliang Yao and Jiazhen Huo. "Bullwhip Effect under Substitute Products." *Journal of Operations Management*, 36, 2015, 75-89.
4. Jian-yu Fisher Ke, Martin Dresner, Yuliang Yao, "An Empirical Analysis of the Impact of Fuel Costs on the Level and Distribution of Inventory in the U.S." *Transportation Journal*, 53(1), 2014, pp. 5-25.
5. Yan Dong, Martin Dresner and Yuliang Yao, "Information Sharing and Beyond: An Empirical Analysis of Vendor Managed Inventory." *Production and Operations Management*, 23(5), 2014, pp. 817-828.
6. Yuliang Yao, Rajiv Kohli, Susan Sherer, and Jerold Cederlund, "An Empirical Analysis of the Learning Curves in Collaborative Planning, Forecasting, and Replenishment." *Journal of Operations Management*, 31(6), 2013, pp. 285-297.
7. Yuliang Yao, Yan Dong, and Martin Dresner, "Supply Chain Learning and Spillovers in Vendor Managed Inventory." *Decision Sciences*, 43(6), 2012, pp. 979-1001.
8. Yuliang Yao and Jie Zhang, "Pricing for Shipping Services of Online Retailers: Analytical and Empirical Approaches," *Decision Support Systems*, 53(2), 2012, pp.368-380.
9. Yuliang Yao and Kevin Zhu, "Do Electronic Linkages Reduce the Bullwhip Effect? An Empirical Analysis of the U.S. Manufacturing Supply Chains," *Information Systems Research*, 23(3), 2012, pp.1042-1055.

10. Sherer, Sherer, Rajiv Kohli, Yuliang Yao, Jerry Cederlund. "Do Cultural Differences Matter in IT implementation: A Multi-National's Experience with CPFR." *Journal of Global Information Management*, 19(3), 2011, pp.1-17.
11. Yan Dong, Yuliang Yao, and Tony Cui, "When Acquisition Spoils Retention: Selling Direct vs. Delegation under CRM," *Management Science*, 57(7), 2011, pp.1288-1299.
12. Anindya Ghose and Yuliang Yao, "Using Transaction Prices to Re-Examine Price Dispersion in Electronic Markets," *Information Systems Research*, 22(2), 2011, pp.1-17.
13. Yuliang Yao, Yan Dong, and Martin Dresner, "Managing Supply Chain Backorders under Vendor Managed Inventory: An Incentive Approach and Empirical Analysis," *European Journal of Operational Research*, Vol.203, 2010, pp. 350-359. (An earlier version of this paper received CSCMP 2007 E. Grosvenor Plowman Award).
14. Yuliang Yao, Martin Dresner, and Jonathan Palmer, "The Impact of Boundary-Spanning Information Technology and Position in Chain on Firm performance," Vol. 45(4), 2009, pp. 3-16, *Journal of Supply Chain Management*.
15. Yuliang Yao, Martin Dresner, and Jonathan Palmer, "Private Network EDI vs. the Internet Electronic Markets: A Direct Comparison of Fulfillment Performance," *Management Science*, Vol. 55(5), 2009, pp. 843-852.
16. Yuliang Yao and Martin Dresner, "The Inventory Value of Information Sharing, Continuous Replenishment and Vendor-Managed Inventory," *Transportation Research Part E: Logistics and Transportation Review*, Vol. 44(3), 2008, pp. 361-378.
17. Yuliang Yao, Jonathan Palmer and Martin Dresner, "An Interorganizational Perspective on the Use of Electronic Supply Chains," *Decision Support Systems*, Vol. 43(3), 2007, pp. 884-896.
18. Joseph Bailey, Samer Faraj, and Yuliang Yao, "The Road More Traveled: Web Traffic and Price Competition in Internet Retailing" *Electronic Markets*, Vol. 17 (1), 2007, pp. 56-67.
19. Yuliang Yao, Yan Dong, and Martin Dresner, "Analyzing Information-Enabled Stockout Management under Vendor-Managed Inventory," *Information Technology and Management*, Vol. 8 (2), 2007, pp. 133-145.
20. Yuliang Yao, Philip Evers, and Martin Dresner, "Supply Chain Integration in Vendor-Managed Inventory," *Decision Support Systems*, Vol. 43 (2), 2007, pp. 663-674.
21. Susan Sherer and Yuliang Yao, "Which 'Move to the Middle': Industry Consortia or Private Exchanges?" *International Journal of E-Business Research*, Vol. 2 (2), 2006, pp.22-27.
22. Martin Dresner, Robert Windle, and Yuliang Yao, "Airport Barriers to Entry in the U.S.," *Journal of Transport Economics and Policy*, Vol. 36 (3), 2002, pp. 389-405.

23. Martin Dresner, Yuliang Yao, and Jonathan Palmer, "Internet Technology Use across the Food Industry Supply Chain," *Transportation Journal*, Vol. 40 (4), 2001, pp. 16-24.

### ***Editorial Reviewed Articles***

1. Jerry Cederlund, Rajiv Kohli, Susan Sherer, and Yuliang Yao, "Successful Implementation of Collaborative Planning, Forecasting and Replenishment: Lessons Learned at Motorola, Inc." *Supply Chain Management Review*, October 2007.
2. Yuliang Yao, Philip Evers, and Martin Dresner, "Response to Note on Supply Chain Integration in Vendor Managed Inventory," *Decision Support Systems*, Vol. 44 (1), 2007, pp. 366-367.

### **WORKING PAPERS**

1. Xingyue Zhang and Yuliang Yao. "How Much is Too Much? The Effect of Call Intensity on Online Purchase."
2. Robert Bray, Yuliang Yao, Yongrui Duan and Jiazhen Huo. "Ration Gaming and the Bullwhip Effect."
3. Yuliang Yao, Yongrui Duan, and Jiazhen Huo. " Product Level Evidence of the Bullwhip Effect: Measurement, Aggregation and Impact."
4. Hongyi Mao, Yeming Gong, Ryad Titah, and Yuliang Yao. "Towards A Theoretical Framework of IT-enabled Operations Strategy: An Integrated Analysis of Quantitative and Qualitative Data."
5. Martin Dresner, Yuliang Yao, and Kevin Zhu, "Performance Variations in Order Fulfillment across Days of the Week: How IT-enabled Procurement May Help."
6. Kevin Sweeney, Yuliang Yao, Robert Windle, Yongrui Duan, and Jiazhen Huo. "When Less is More: Estimating the Effect of Product Variety on Retail Operational Performance."

### **CONFERENCE PRESENTATIONS**

#### ***Refereed Conference Proceedings***

1. Yuliang Yao, Philip Evers, and Martin Dresner, "Value of Information Sharing in Vendor-Managed Inventory," *the Proceedings of American Conference on Information Systems (AMCIS)*, Boston, 2001.
2. Yuliang Yao, Jonathan Palmer, and Martin Dresner, "Impacts of Electronic Commerce on Supply Chain Performance, Structure, and Pricing," *the Proceedings of International Conference on Information Systems (ICIS)*, Barcelona Spain, 2002.

3. Yuliang Yao, Yan Dong, and Martin Dresner, "Managing Supply Chain Backorders under Vendor Managed Inventory: A Principal-Agent Approach and Empirical Analysis," *the Proceedings of INFORMS Conference on Information Systems and Technology (CIST)*, Denver, 2004.
4. Yuliang Yao and Yan Dong, "Contracting Customer Retention under Centralized and Decentralized Inter-Organizational Information Systems," *the Proceedings of INFORMS Conference on Information Systems and Technology (CIST)*, San Francisco, 2005.
5. Yuliang Yao, Yan Dong, and Martin Dresner, "Managing Supply Chain Backorders under Vendor Managed Inventory: A Principal-Agent Approach and Empirical Analysis," *the Proceedings of CSCMP Annual Conference*, Philadelphia, 2007.
6. Yuliang Yao, "Do Information Technology and Electronic Market Use Still Matter? An Empirical Analysis of the U.S. Manufacturing Supply Chains," *The 6th Workshop on e-Business*, Montreal, 2007.
7. Yuliang Yao, Martin Dresner, and Kevin Zhu, "Searching for the "Monday Blues" in Order Fulfillment and its Cure." *the Proceedings of INFORMS Conference on Information Systems and Technology (CIST)*, San Diego, 2009.
8. Susan Sherer, Rajiv Kohli, Yuliang Yao. "Impact of Cultural Differences on CPFR," *the Proceedings of American Conference on Information Systems (AMCIS)*, San Francisco, 2009.
9. Xue Bai and Yuliang Yao, "Campus vs. Facebook: When Do Offline Communities Meet Online?" *The 8th Workshop on e-Business*, Phoenix, 2009.

### ***Conference Presentations***

1. Joseph P. Bailey, Yuliang Yao, and Samer Faraj, "Price Dispersion among Internet Retailers", Presented at Workshop on Information System Economics (WISE), 1999.
2. Yuliang Yao, Joseph P. Bailey, and Martin Dresner, "Electronic Supply Chains and Channel Competition," Presented at Workshop on Information System Economics (WISE), 2001.
3. Yuliang Yao, Jonathan Palmer, and Martin Dresner, "Impacts of Electronic Commerce on Supply Chain Performance, Structure, and Pricing," ICIS 2002, Barcelona, December 2002.
4. Yuliang Yao, and Martin Dresner, "Information Sharing and Continuous Replenishment in Vendor-Managed Inventory," Presented at Annual Conference of INFORMS, 2002.
5. Yuliang Yao, Jonathan Palmer, and Martin Dresner, "Can Electronic Commerce Technologies Improve Supply Chain Performance? An Empirical Examination in the Federal Supply Chain," Presented at Annual Conference of Decision Science Institution (DSI), 2002.

6. Yuliang Yao, Yan Dong, and Martin Dresner, "Beyond Information Sharing: The Value and Learning Process of Vendor Managed Inventory from Downstream Supply Chain Perspective," Invited to present at INFORMS Annual Conference, Denver, 2004.
7. Yuliang Yao, Yan Dong, and Martin Dresner, "Supply Chain Learning and Spillovers in Vendor Managed Inventory," Present at Workshop on Information System Economics (WISE), 2004.
8. Yuliang Yao and Yan Dong, "Contracting Customer Retention under Centralized and Decentralized Inter-Organizational Information Systems," *INFORMS Conference on Information Systems and Technology (CIST)*, San Francisco, 2005.
9. Yan Dong and Yuliang Yao, "Designing a RFID Pilot for Improved Supplier Management," *INFORMS Annual Conference*, San Francisco, 2005.
10. Anindya Ghose and Yuliang Yao, "Price Dispersion in Electronic Markets: New Evidence from Transaction Prices," INFORMS Annual Conference, Pittsburg, 2006
11. Anindya Ghose and Yuliang Yao, "Price Dispersion in Electronic Markets: New Evidence from Transaction Prices," Statistical Challenges in eCommerce Research Symposium (SCECR 07), Stamford, CT, May 2007.
12. Yan Dong, Yuliang Yao and Fred Riggins, "Designing a RFID Pilot for Improved Supplier Management," International Symposium on Information Systems & Management, Shanghai, China 2007.
13. Yuliang Yao, Yan Dong, and Martin Dresner, "Managing Supply Chain Backorders under Vendor Managed Inventory: A Principal-Agent Approach and Empirical Analysis," *the Proceedings of CSCMP Annual Conference*, Philadelphia, 2007.
14. Jerry Cederlund, Rajiv Kohli, Susan Sherer, and Yuliang Yao, "Inside the Blackbox of Collaborative Planning, Forecasting, and Replenishment (CPFR): An Empirical Analysis of the Learning Process," INFORMS Annual Conference, Seattle, November 2007.
15. Yuliang Yao, "Do Information Technology and Electronic Market Use Still Matter? An Empirical Analysis of the U.S. Manufacturing Supply Chains," The 6th Workshop on e-Business, Montreal, 2007
16. Yuliang Yao, Rajiv Kohli, Susan Sherer, and Jerold Cederlund, "Inside the Blackbox of Collaborative Planning, Forecasting, and Replenishment (CPFR): An Empirical Analysis of the Learning Process in a Dynamic Business Environment," Manufacturing and Service Operations Management (MSOM) Conference, College Park, MD, 2008.
17. Yuliang Yao, Martin Dresner, and Kevin Zhu, "Searching for the "Monday Blues" in Order Fulfillment and its Cure." INFORMS Conference on Information Systems and Technology (CIST), San Diego, CA, 2009.
18. Xue Bai and Yuliang Yao, "Campus vs. Facebook: When Do Offline Communities Meet Online?" The 8th Workshop on e-Business, Phoenix, 2009.

19. Xue Bai and Yuliang Yao, “An Empirical Analysis of the Adoption of Facebook on Campus.” INFORMS Annual Conference, Austin, November 2010
20. Yan Dong, Martin Dresner, Yuliang Yao, “On and Beyond Information Sharing: An Empirical Analysis of Value of Vendor Managed Inventory.” INFORMS Annual Conference, Austin, November 2010
21. Yongrui Duan, Yuliang Yao, and Jiazhen Huo, “Item Level Evidence: An Empirical Analysis of the Bullwhip Effect.” INFORMS International Conference, Beijing, June 2012.
22. Yongrui Duan, Yuliang Yao, and Jiazhen Huo, “Item Level Evidence: An Empirical Analysis of the Bullwhip Effect.” POMS Annual Conference, Atlanta, May 2014.
23. Ling Xue, Ke Yang, and Yuliang Yao, “Inter-Firm Managerial Social Ties, IT Supplier Selection and IS Complexity.” INFORMS Annual Conference, Philadelphia, November 2015
24. Xingyue Zhang and Yuliang Yao. “How Much is Too Much? The Effect of Call Intensity on Online Purchase.” *INFORMS Conference on Information Systems and Technology (CIST)*, Nashville, 2016.

### **INVITED SEMINARS**

University of Minnesota, February 2007  
 University of Maryland, April 2008  
 Beijing University of Science and Technology, June 2010  
 University of Maryland, September 2011  
 Lehigh University, September 2011  
 Tongji University, June 2012  
 University of Science and Technology of China, June 2012  
 Drexel University, May 2016

### **PROFESSIONAL SERVICES AND AFFILIATIONS**

Associate Editor of ISR (2017- )  
 Member of AIS and INFORMS  
 Associate Editor for ICIS 2003; ICIS 2010; ICIS 2011; ICIS 2012; ICIS 2013  
 Track Chair for DSI 2011  
 Session Chair for AMCIS 2003, ICIS 2003, CIST 2010, INFORMS 2014  
 Member of Editorial Board of Journal of Supply Chain Management  
 Member of Editorial Board of International Journal of Electronic Business Research (IJEER)  
 Member of Editorial Board of International Journal of e-Collaboration (IJeC)  
 Member of Editorial Board of Journal of Business Logistics (2011- )  
 Member of Editorial Board of IEEE of Engineering Management (2013- )  
 Program Committee for INFORMS CIST (2009- )  
 Ad-Hoc Reviewer: Management Science; Information Systems Research; Journal of Operations Management; MIS Quarterly; Production and Operations Management

## **AWARDS AND HONORS**

Scholarship from Rensselaer Polytechnic Institute for outstanding students, 1995.  
Summer Research Fellowship from Robert H. Smith School of Business, 1999.  
AMCIS Doctoral Consortium, 2001  
Council of Logistics Management (CLM) Doctoral Consortium, 2001  
Research Grants (\$1,000; \$2,500) from Lehigh University, 2004, 2005  
Research Grants (\$6,000) from College of Business and Economics of Lehigh University and  
Martindale Center, 2004  
C. Scott Hartz'68 Term Professorship, 2006-2012  
CSCMP 2007 E. Grosvenor Plowman Award (Best Paper)  
Carl R. and Ingeborg Beidleman Research Awards, Lehigh, 2009  
George N. Beckwith'32 Professor, 2012-  
Carl R. and Ingeborg Beidleman Research Awards, Lehigh, 2015  
MBA Excellence in Teaching Award (MBA Core Course), 2015

## **COURSES TAUGHT**

University of Maryland:

BMGT 476: Applied Computer Models in Supply Chain Management

California State University San Marcos:

BA690G: Supply Chain Management

BUS304: Management Information Systems

Lehigh University:

MBA403: Managing Information

MBA455: Electronic Business Applications

BIS342: Electronic Business Systems and Applications

BIS372: Business Intelligence

BIS311: System Analysis and Design

BIS348: Predictive Analytics in Business

## **ADVISING**

Research Direction: 2005: Qunhong Tang (doctoral students from Industrial Engineering)  
2007: Aleksandar Tomic; Gokhan Metan (doctoral students from Industrial  
Engineering)  
2008: Mehmet Atan (doctoral students from Industrial Engineering)

Non-Research Direction: 6 undergraduate BIS Major 2005  
3 undergraduate BIS Major 2006  
6 undergraduate BIS Major 2007  
8 undergraduate BIS Major 2008  
14 undergraduate BIS Major 2009  
15 undergraduate BIS Major 2010  
17 undergraduate BIS Major 2011  
14 undergraduate BIS Major 2012  
12 undergraduate BIS Major 2013



## **SERVICES**

### Service to University:

- Continuing Education Committee 2005-2008
- Data Advisory Council 2007-2012
- Graduate and Research Committee 2009-2012
  - Curriculum Sub-Committee 2009-2012
- Lehigh in Shanghai 2009-
  - Program Co-Director of Lehigh in Shanghai 2011
  - Program Director of Lehigh in Shanghai 2012-
- China Working Group 2009-2012
- University Delegation to China January 2-16, 2011
- University Delegation to China October 15-23, 2011
- Iacocca International Internship Steering Committee 2011-2012
- University Delegation to China September 9-20, 2012
- Global Steering Committee 2014-2016

### Service to College:

- MBA Core Team 2003-2015
- CBE Global Lehigh Internship Sub Committee 2008
- MBA Curriculum Review Committee 2008-2009
- Master Committee 2008-2011
- CBE Global Steering Committee 2010-2012
- Global EMBA 2010-2011
- Program Director of China Global Lab 2012

### Service to Department:

- IS Faculty Search Committee 2004
- Supply Chain Management Faculty Search Committee 2005
- Departmental Research Seminar Committee 2005-2010
- Supply Chain Management Faculty Search Committee 2007
- Supply Chain Management Faculty Search Committee 2008
- Supply Chain Management Faculty Search Committee 2010
- BIS Program Director, Spring 2011
- Supply Chain Management POP Search Committee 2013
- IS Faculty Search Committee Chair 2014