

Yuliang “Oliver” Yao

Associate Professor
C. Scott Hartz’ 68 Term Professor
College of Business & Economics, Lehigh University
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EDUCATION

Ph.D. in Supply Chain Management (Minor: Information Systems), August 2002
University of Maryland, College Park, Maryland,
Dissertation: Measuring Impacts of Electronic Commerce on Supply Chain Management

MBA with Concentration in Finance and MIS, May 1997
Rensselaer Polytechnic Institute, Troy, New York

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

ACADEMIC APPOINTMENT

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

Associate Professor **May 2010 – Present**
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

Electronic Commerce; Supply Chain Management; Information Sharing; Inter-Organizational Systems, Organizational Learning; Vendor-Managed Inventory; Incentive Contracts; Social Networks

PUBLICATIONS

Refereed Articles

1. 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.
2. 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.
3. 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.
4. Yuliang Yao, Philip Evers, and Martin Dresner, "Supply Chain Integration in Vendor-Managed Inventory," *Decision Support Systems*, Vol. 43 (2), 2007, pp. 663-674.
5. 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.
6. 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.
7. 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.
8. 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.
9. 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.
10. 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*.
11. 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).

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. Yan Dong, Yuliang Yao, and Tony Cui, "When Acquisition Spoils Retention: Selling Direct vs. Delegation under CRM," Forthcoming, *Management Science*.

Editorial Reviewed Articles

14. 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.
15. 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.

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 20010
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

WORKING PAPERS

1. Yuliang Yao, Yan Dong, and Martin Dresner, "Supply Chain Learning and Spillovers in Vendor Managed Inventory."
2. Xue Bai and Yuliang Yao, "Facebook on Campus: The Effect of Environmental Factors on the Adoption of Online Social Networks."
3. 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."
4. Yan Dong, Martin Dresner, Yuliang Yao, "Information Sharing and Beyond: An Empirical Analysis of Vendor Managed Inventory."

5. Yuliang Yao, Rajiv Kohli, Susan Sherer, and Jerold Cederlund, "An Empirical Analysis of the Learning Curves in Collaborative Planning, Forecasting, and Replenishment."
6. Yuliang Yao, Martin Dresner, and Kevin Zhu, "Searching for the "Monday Blues" in Order Fulfillment and its Cure."
7. Yuliang Yao and Jie Zhang, "Pricing for Products and Shipping Services: An Analysis in Business-to-Consumer Markets."
8. Yuliang Yao and Yan Dong, "Contracting Customer Retention under Pooled and Distributed Interorganizational Information Systems."

INVITED SEMINARS

University of Minnesota, February 2007

University of Maryland, April 2008

Beijing University of Science and Technology, June 2010

PROFESSIONAL SERVICES AND AFFILIATIONS

Member of AIS, INFORMS, and CSCMP

Associate Editor for ICIS 2003; ICIS 2010; ICIS 2011

Track Chair for DSI 2011

Session Chair for AMCIS 2003, ICIS 2003, CIST 2010

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-)

Program Committee for INFORMS CIST 2009, 2010

Ad-Hoc Reviewer: Management Science; Marketing Science; Information Systems Research; Journal of Operations Management; MIS Quarterly, Decision Support Systems; Journal of Business Logistics; Transportation Part E: Logistics and Transportation Review; European Journal of Operations Research; ICIS 2004, 2005, 2006, 2007; HICSS 2006, 2007, 2008.

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

C.Scott Hartz'68 Term Professorship, 2006-2010

CSCMP 2007 E. Grosvenor Plowman Award (Best Paper)

Carl R. and Ingeborg Beidleman Research Awards, Lehigh, 2009

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

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 2005-2006
3 undergraduate BIS Major 2006-2007
6 undergraduate BIS Major 2007-2008
11 undergraduate BIS Major 2008-2009

SERVICES

Service to University:
Continuing Education Committee 2005-2008
Data Advisory Council 2007-
Graduate and Research Committee 2009-
Curriculum Sub-Committee 2009-
China Working Group 2009-
University Delegation to China January 2-16, 2010

Service to College:
MBA Core Team 2003-
Member of Task Force to Bring SAP or Oracle into Classroom 2006
CBE Global Lehigh Internship Sub Committee 2008-
MBA Curriculum Review Committee 2008-2009
Master Committee 2008-
CBE Global Steering Committee 2010-
Global EMBA 2010-

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