

# Xiaomeng Guo

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## EDUCATION

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**Olin Business School, Washington University in St. Louis** 2016  
Ph.D. in Business Administration (Operations Management)  
M.S. in Business Administration

**Tsinghua University** 2010  
B.S. in Mathematics and Physics (Academic Talent Program)

## ACADEMIC EXPERIENCE

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**The Hong Kong Polytechnic University**

Associate Professor, Department of Logistics and Maritime Studies 07/2022 – Present  
Assistant Professor, Department of Logistics and Maritime Studies 09/2016 – 06/2022

## RESEARCH INTERESTS

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**Methodology:** Game Theory, Optimization, Stochastic Process, Dynamic Programming

**Applications:** Operations and Marketing Interface, Supply Chain Management, Sustainable/Socially Responsible Operations, Behavioral Operations, Game Theory Application

## JOURNAL PUBLICATIONS

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1. Guo X., Kouvelis P, Turcic D. (2022) Pricing, Quality, and Stocking Decisions in a Manufacturer-Centric Dual-Channel. *Manufacturing & Service Operations Management*. **24**(4): 1887-2386.
2. Guo X., Kuang Y., Ng C. (2022) To Centralize or Decentralize: Merger under Price and Quality Competition with Stochastic Demand. *Production and Operations Management* (forthcoming).
3. Geng X., Guo X., Xiao G. (2022) Impact of Social Interactions on Duopoly Competition with Quality Considerations. *Management Science*. **68**(2): 941-959.
4. Hu Q., Kouvelis P., Xiao G., Guo X. (2022) Horizontal Outsourcing and Price Competition: The Role of Sole Sourcing Commitment. *Production and Operations Management*. **31**(8): 3198-3216.

5. Dong L., Guo X., Turcic D. (2019) Selling a Product Line Through a Retailer When Demand is Stochastic: Analysis of Price-Only Contracts. *Manufacturing & Service Operations Management*. **21**(4):742-760.
6. Guo X., Jiang B. (2016) Signaling Through Price and Quality to Consumers with Fairness Concerns. *Journal of Marketing Research*. **53**(6):988-1000.
7. Geng X., Chen Z., Guo X., Xiao G. (2022) Duopoly Price Competition with Quality Improvement Spillover. *Naval Research Logistics* (forthcoming).
8. Chen, X., Zhang, W., Guo, X., Liu, Z., Wang, S. (2021) An Improved Learning-and-Optimization Train Fare Design Method for Addressing Commuting Congestion at CBD Stations. *Transportation Research Part E: Logistics and Transportation Review*. 153.
9. Yan, R., Mo, H., Guo, X., Yang, Y., Wang, S. (2022) Is port state control influenced by the COVID-19? Evidence from inspection data. *Transport Policy* (accepted).

#### BOOK CHAPTERS

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1. Xu F., Guo X., Xiao G., Zhang F. (2022) Crowdfunding Adoption in the Presence of Word-of-Mouth Communication. *Foundations and Trends<sup>®</sup> in Technology, Information and Operations Management*. 15(3): 247-265.

#### SELECTED WORKING PAPERS

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1. Geng X., Guo X., Xiao G., Yang N., Supply Risk Mitigation in a Decentralized Supply Chain: Price Postponement or Payment Postponement? Under minor revision at *Manufacturing & Service Operations Management*.
2. Guo X., Jiang B., Inventory Sharing Under Service Quality Competition. Under major revision at *Manufacturing & Service Operations Management*.
3. Guan X., Guo X., Chen Y., Contract Choice with Demand Information Asymmetry: Implication of Price Signaling and Contract Timing. Under review at *Operations Research*.
4. Guo X., Li Y., Xiao G., Xu W., To Keep Price Consistency or Not: Multi-Channel Retailing with Consumers' Fairness Concern. Under major revision at *Manufacturing & Service Operations Management*.
5. Guo X., Xiao G., Zhang F., Adoption of Corporate Social Responsibility Under Asymmetric Information. Under reject and re-submission at *Management Science*.
6. Chen Z., Guo X., Xiao G., Xu F., Innovation Against Imitation: How to Compete with Copycats in Crowdfunding? Under review at *Management Science*.

7. Xu F., Guo X., Xiao G., Zhang F., Crowdfunding Strategy in the Presence of Social Interactions. To be submitted.
8. Xu F., Guo X., Xiao G., Zhang F., Crowdfunding vs. Bank Financing: Effects of Market Uncertainty and Awareness Expansion. To be submitted.
9. Guo X., Kuang Y., Xiao G., Zhang F., Managing a Multi-Component Assembly System with Corporate Social Responsibility Consideration. To be submitted.

#### EXTERNAL COMPETITIVE GRANTS

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- G1. General Research Fund (GRF), Hong Kong Research Grants Council (RGC) 2022-2024  
 – Project Title: Strategic Product-fit Revelation in the Presence of Network Effect  
 – Role: **Principle Investigator**
- G2. General Research Fund (GRF), Hong Kong Research Grants Council (RGC) 2021-2023  
 – Project Title: Effects of Corporate Social Responsibility on Product Line Design  
 – Role: **Principle Investigator**
- G3. General Research Fund (GRF), Hong Kong Research Grants Council (RGC) 2019-2021  
 – Project Title: Reward-Based Crowdfunding in the Presence of Potential Competitor's Imitation  
 – Role: **Principle Investigator**
- G4. Early Career Scheme (ECS), Hong Kong Research Grants Council (RGC) 2018-2020  
 – Project Title: To Keep Consistency across Channels or Not: Analysis of Omni-channel Retailing in a Supply Chain  
 – Role: **Principle Investigator**
- G5. General Research Fund (GRF), Hong Kong Research Grants Council (RGC) 2020-2022  
 – Project Title: Impact of Government Subsidy Schemes and Consumer Heterogeneity on Green Product Design and Adoption  
 – Role: **Co-Investigator**

#### SELECTED PRESENTATIONS

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##### Invited Seminars:

- ISOM Department, Hong Kong University of Science and Technology, Hong Kong (2019)
- Department of Management, University of Miami, US (2017)
- SE&EM Department, Chinese University of Hong Kong, Hong Kong (2017)
- Carroll School of Management, Boston College, US (2016)
- College of Business and Administration, University of Texas at El Paso, US (2016)
- School of Management, Fudan University, China (2016, 2017, 2019)
- College of Business, Shanghai University of Finance and Economics, China (2016)

- School of Business Administration, University of San Diego, US (2015)
- School of Management & Engineering, Nanjing University, China (2015, 2019)
- School of Management, University of Science and Technology of China, China (2013, 2016)

#### Invited Conference/Workshop Presentations:

- INFORMS Annual Conference (2014, 2015, 2016, 2017)
- INFORMS International Conference - Taipei (2018)
- POMS Annual Conference (2014, 2015, 2017, 2022)
- MSOM Annual Conference (2014, 2015, 2016, 2019)
- POMS-HK Annual Conference (2017, 2018, 2020)
- The Workshop on Behavioral Operations Management, China (2022)
- CSAMSE Annual Conference (2018, 2019, 2021)
- CMIC Annual Conference (2019)
- OM Workshop, Antai Business School, Shanghai Jiaotong University (2015)

#### TEACHING EXPERIENCE

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- LGT5037 Project Management (MSc), PolyU 2016-2022 Summer/Fall
- LGT5101 Statistics for Management (MSc), PolyU 2019-2022 Spring

#### PH.D. STUDENTS

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- As **Chief Supervisor**:
  - Xiaoli Zhang, PolyU 2022 - Present
  - Ding Zou, PolyU 2017 - 2022
- As **Co-Supervisor**
  - Zepeng Chen, PolyU 2020 - Present
  - Hongru Yang, PolyU 2021 - Present

#### SERVICES

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- **Chair of Best Student Paper Competition** for the 13th POMS-HK International Conference (2023)
- **Track Chair**: POMS Annual Conference (2019 Socially Responsible Operations Track)
- **Session Chair**: POMS Annual Conference (2020, 2021, 2022), POMS-China Annual Conference (2022), CSAMSE Annual Conference (2021), POMS-HK Annual Conference (2020)
- **Judge**: POMS HK best student paper competition (2019, 2020, 2022), INFORMS BOM Best Working Paper Competition (2022)

- **Ad-hoc Reviewer:** *Management Science, Operations Research, Manufacturing & Service Operations Management, Production and Operations Management, Naval Research Logistics, Omega: The International Journal of Management Science, Operations Research Letters, International Journal of Production Economics, Annals of Operations Research, Journal of the Operational Research Society (JORS), Maritime Policy & Management, IIE Transactions, Journal of Systems Science and Systems Engineering*

## HONORS AND AWARDS

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- PolyU Business School Faculty Award (Outstanding Young Researcher) 2022
- Nomination for PolyU President's Award (Outstanding Young Researcher) 2022
- PolyU Business School Fellow Award 2020-2021
- Outstanding Research Award for Young Scholar, The 13th Workshop on Behavioral Operations Management Dec 2021
- Faculty Award for the Incentive Scheme for UTD Journal Publications 2016 and 2019
- Moog Scholar Award, for Exceptional Advancement and Progress, Olin Business School 2015
- Doctoral Fellowship, Olin Business School 2010 - 2016
- Meritorious Award (First Prize), Mathematical Contest in Modeling (USA) 2009
- Silver Medal Award (Nationwide), Chinese Mathematical Olympiad (CMO) 2006