

# Xiaomeng Guo

M623, 6/F, Li Ka Shing Tower  
Department of Logistics and Maritime Studies  
Faculty of Business  
Hong Kong Polytechnic University  
Hung Hom, Kowloon, Hong Kong

Email: xiaomeng.guo@polyu.edu.hk  
Mobile: +852 2766 7921  
Website: <http://xiaomengguo.weebly.com>

## EDUCATION

---

**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

---

**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

---

**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

---

1. Geng X., Guo X., Xiao G., Yang N., Supply Risk Mitigation in a Decentralized Supply Chain: Price Postponement or Payment Postponement? *Manufacturing & Service Operations Management* (accepted).
2. Guo X., Jiang B. (2023) Inventory Sharing Under Service Quality Competition. *Manufacturing & Service Operations Management* (forthcoming).
3. Guo X., Kuang Y., Ng C. (2023) To Centralize or Decentralize: Merger under Price and Quality Competition with Stochastic Demand. *Production and Operations Management*. **32**(3): 844-862.
4. Guo X., Kouvelis P, Turcic D. (2022) Pricing, Quality, and Stocking Decisions in a Manufacturer-Centric Dual-Channel. *Manufacturing & Service Operations Management*. **24**(4): 2116-2133.
5. Geng X., Guo X., Xiao G. (2022) Impact of Social Interactions on Duopoly Competition with Quality Considerations. *Management Science*. **68**(2): 941-959.

6. 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.
7. 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.
8. Guo X., Jiang B. (2016) Signaling Through Price and Quality to Consumers with Fairness Concerns. *Journal of Marketing Research*. **53**(6):988-1000.
9. Geng X., Chen Z., Guo X., Xiao G. (2022) Duopoly Price Competition with Quality Improvement Spillover. *Naval Research Logistics*. **69**(7):958-973.
10. 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.
11. 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*. **123**: 82-103

#### BOOK CHAPTERS

---

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

---

1. 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*.
2. Guo X., Jiang B., Liu B., Wang Y., Strategic Product-fit Revelation in the Presence of Network Effect. Under review at *Marketing Science*.
3. Guo X., Xiao G., Zhang F., Adoption of Corporate Social Responsibility Under Asymmetric Information. Under reject and re-submission at *Management Science*.
4. Chen Z., Guo X., Xiao G., Xu F., Innovation Against Imitation: How to Compete with Copycats in Crowdfunding? To be submitted.
5. Xu F., Guo X., Xiao G., Zhang F., Crowdfunding Strategy in the Presence of Social Interactions. To be submitted.

6. Xu F., Guo X., Xiao G., Zhang F., Crowdfunding vs. Bank Financing: Effects of Market Uncertainty and Awareness Expansion. To be submitted.
7. 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

---

- G1. General Research Fund (GRF), Hong Kong Research Grants Council (RGC) 2024-2026  
– Project Title: The Impacts of Noisy Certifications and Price Signaling on Green Product Strategies  
– Role: **Principle Investigator**
- G2. 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**
- G3. 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**
- G4. 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**
- G5. 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**
- G6. 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

---

##### Invited Seminars:

- Lee Kong Chian School of Business, Singapore Management University, Singapore (2023)
- USTC-UIUC Center, Online Seminar (2022)
- 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)
- MSOM Annual Conference (2014, 2015, 2016, 2019)
- POMS Annual Conference (2014, 2015, 2017, 2022)
- POMS International Conference (2023)
- POMS-HK Annual Conference (2017, 2018, 2020, 2023)
- POMS-China Annual Conference (2023)
- The Workshop on Behavioral Operations Management, China (2022)
- CSAMSE Annual Conference (2018, 2019, 2021, 2023)
- CMIC Annual Conference (2019)
- OM-Marketing Workshop, School of Management, Fudan University (2023)
- OM Workshop, Antai Business School, Shanghai Jiaotong University (2015)

#### **TEACHING EXPERIENCE**

---

- LGT5037 Project Management (MSc), PolyU 2016-Present
- LGT5101 Statistics for Management (MSc), PolyU 2019-Present

#### **PH.D. STUDENTS**

---

- 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

---

- **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, 2023), POMS-China Annual Conference (2022, 2023), 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, 2023)
- **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

---

- PolyU Business School Faculty Prize (Outstanding Young Teacher) 2023
- 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