

Xiaomeng Guo

CONTACT INFORMATION

Address: M624, Department of Logistics and Maritime Studies, Faculty of Business, The Hong Kong Polytechnic University, Hung Hom, Kowloon, Hong Kong

Phone: (+852)27667921

Email: xiaomeng.guo@polyu.edu.hk

Personal Homepage: xiaomengguo.weebly.com

EDUCATION

Olin Business School, Washington University in St. Louis

Ph.D. in Operations and Manufacturing Management

August 2016

Tsinghua University, Academic Talent Program, Beijing, China

B.S. in Mathematics and Physics

July 2010

ACADEMIC POSITION

Assistant Professor, Department of Logistics and Maritime Studies, Faculty of Business, The Hong Kong Polytechnic University

Sep 2016 - Present

RESEARCH INTERESTS

Supply Chain Management, Operations and Marketing Interface, Omni-Channel Retail Management, Game Theory Application

PUBLICATION

- **Signaling Through Price and Quality to Consumers with Fairness Concerns** (with Baojun Jiang) *Journal of Marketing Research*, 2016, Vol 53, No. 6, pp. 988-1000.
- **Selling a Product Line Through a Retailer When Demand Is Stochastic: Analysis of Price-Only Contracts** (with Lingxiu Dong and Danko Turcic) *Manufacturing and Service Operations Management*, 2018, Accepted.

PAPER UNDER REVIEW

- **Effect of Consumer Awareness on Corporate Social Responsibility Under Asymmetric Information** (with Guang Xiao and Fuqiang Zhang) *under revision*.
- **Vertical Differentiation in a Duopoly Competition with Network Effects** (with Xin Geng and Guang Xiao) *under review*.
- **Crowdfunding or Bank Financing: Effects of Market Uncertainty and Word-of-Mouth Communication** (with Fasheng Xu, Guang Xiao and Fuqiang Zhang) *under review*.

WORKING PAPERS

- **Omni-Channel Retail in the Presence of Operational Frictions** (with Panos Kouvelis and Danko Turcic) *to be submitted*
- **Inventory Sharing with Service Quality Competition** (with Baojun Jiang) *to be submitted*

EXTERNAL RESEARCH GRANTS

- *Research Grants Council - General Research Fund (GRF), 2018 / 19*
Project Title: Reward-Based Crowdfunding in the Presence of Potential Competitor's Imitation
Investigator: Xiaomeng Guo
Total Grant: HK\$ 442,453
- *Research Grants Council - Early Career Scheme, 2017/2018*
Project Title: To keep consistency across channels or not: Analysis of omni-channel retailing in a supply chain.
Investigator: Xiaomeng Guo
Total Grant: HK\$ 328,000

SELECTED PRESENTATIONS

- **Effect of Consumer Awareness on Corporate Social Responsibility Under Asymmetric Information**
 - *INFORMS International, Taipei, Taiwan, 2018*
 - *POMS-HK, Hong Kong, 2018*
 - *INFORMS, Houston, Texas, 2017*
 - *Invited Talk at Fudan University, China, 2017*
 - *Invited Talk at University of Miami, USA, 2017*
 - *Invited Talk at Chinese University of Hong Kong, Hong Kong, 2017*
- **Inventory Sharing with Service Quality Competition**
 - *POMS Annual Conference Meeting, Seattle, Washington, USA, 2017*
- **Omni-Channel Retail in the Presence of Operational Frictions**
 - *INFORMS Annual Meeting, Nashville, TN, 2016*
 - *MSOM Annual Meeting, Toronto, Canada, 2015*
 - *OM Workshop, Antai Business School, Shanghai Jiaotong University, Shanghai, China, 2015*
 - *Invited Talk at Nanjing University, Nanjing, China, 2015*
- **Selling a Product Line Through a Retailer When Demand Is Stochastic: Analysis of Price-Only Contracts**
 - *Invited Talk at Carroll School of Management, Boston College, Boston, MA, 2016*
 - *Invited Talk at School of Business, University of San Diego, San Diego, CA, 2015*
 - *INFORMS Annual Meeting, Philadelphia, PA, 2015*

- *INFORMS Annual Meeting*, San Francisco, CA, 2014
- *MSOM Annual Meeting*, Seattle, Washington, 2014
- **Signaling Through Price and Quality to Consumers with Fairness Concerns**
 - *POMS Annual Conference Meeting*, Atlanta, GA, 2014
 - *Invited Talk at University of Science and Technology of China*, Hefei, China, 2013

TEACHING EXPERIENCE

Instructor at PolyU Business School, Hong Kong Polytechnic University, Hong Kong

- LGT5037 Project Management (MSc), 2017 Summer/Fall, 2018 Summer

Teaching Assistant at Olin Business School, Washington University in St. Louis, USA

- Operations Management (MBA/PMBA/SCM), 2011-2013
- Project Management (MBA/PMBA/SCM), 2012 Spring
- Managing the Innovation Process (EMBA), 2014 Fall, 2012 Fall
- Stochastic Foundations for Finance (MSF), 2012 Fall, 2011 Fall
- Management Science (BSBA), 2013 Fall
- Pricing (BSBA), 2013 Spring
- Pricing Strategies (MBA), 2013 Spring
- Theory and Research Methods in Inventory and Supply Chain Management (PhD), 2013 Fall

CONSULTING EXPERIENCE

PhD Consultant, Boeing Center for Technology, Information, & Manufacturing, Olin Business School,
Washington University in St. Louis 2010-2015

SERVICE

Ad Hoc Reviewer for: Operations Research, OMEGA, IIE Transaction, Annual of Operations Research, Maritime Policy and Management, International Journal of Production Economics

SELECTED HONORS

- Moog Scholar Award, for Exceptional Advancement and Progress, Olin Business School 2015
- Doctoral Fellowship, Olin Business School 2010-2015
- Meritorious Award (First Prize), Mathematical Contest in Modeling (USA) 2009
- Silver Medal Award (Nationwide), Chinese Mathematical Olympiad (CMO) 2006