

Ruiliang Yan

1/1/2018

Dept of Marketing & Business Analytics
College of Business
Texas A&M University Commerce

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EDUCATION

2006 Ph.D., University of Wisconsin Milwaukee
1997 M.S., Sichuan University
1994 B.A., Southwest Agricultural University

HONORS & AWARDS

2017 Outstanding reviewer award from Computers & Industrial Engineering
2017 Outstanding reviewer award from International Journal of Production
 Economics
2017 Recognized reviewer award from Industrial Marketing Management
2017 Recognized reviewer award from Journal of Business Research
2017 Global fellow award of Texas A&M University Commerce
2017 Faculty Development Grant at Texas A&M University Commerce
2017 H.M. Lafferty Distinguished Faculty Award for Scholarship and Creative
 Activity at Texas A&M University Commerce
2017 Recognized as one of top 10 prominent retailing research scholars in
 Academia
2016 Outstanding reviewer award from Journal of Business Research
2016 Outstanding reviewer award from Industrial Marketing Management
2016 Recognized reviewer award from International Journal of Production
 Economics
2016 Recognized reviewer award from European Journal of Operational
 Research
2016 Recognized reviewer award from Industrial Marketing Management
2016 Recognized reviewer award from Computers & Industrial Engineering

2015	Recognized reviewer award from Journal of Business Research
2015	Recognized reviewer award from European Journal of Operational Research
2014	Excellent reviewing award from Journal of Retailing and Consumer Services
2013	Junior Faculty Research Award – Texas A&M University Commerce
2013	Best Paper Award – Academic Business World International Conference
2012	IU Northwest Founders Day Teaching Award Nominee
2012	Grant-Aid-in-Research, Indiana University Northwest
2011	Emerald Literati Network Awards for Excellence
2010	Grant for International Conference, Indiana University
2010	Mercantile/Harris Natl. Assn. Outstanding Teaching Award, School of Business & Economics, Indiana University Northwest
2009	Mercantile/Harris Natl. Assn. Outstanding Research Award, School of Business & Economics, Indiana University Northwest
2008	Grant-Aid-in-Research, Indiana University Northwest
2007	Professors Fellowship, Direct Marketing Educational Foundation
2006	Schenker Dissertation Scholarship, University of Wisconsin Milwaukee
2004	Chancellor’s Graduate Fellowship, University of Wisconsin Milwaukee
1990	Academic Scholarship in Southwest Agricultural University

RESEARCH INTERESTS

Strategies; Retailing; Bayesian forecasting; Analytical-Empirical interface; Marketing-Finance interface; Marketing – SCM interface

PUBLICATIONS IN PEER REVIEWED JOURNALS

(a) Publications in referred “A+” journals in approved ABDC list

1. Cao, Z. and Yan, R. (2017). Does brand partnership create a happy marriage? The role of brand value on brand alliance outcomes of partners. *Industrial Marketing Management*, 67(11), 148-157.
2. Amrouche, N. and Yan, R. (2017). National brand's local advertising and wholesale-price incentive under prior versus no prior information. *Industrial*

- Marketing Management*, 64(3), 161-174.
3. Yan, R. and Cao, Z. (2017). Product returns, asymmetric information and firm performance. *International Journal of Production Economics*, 185(3), 211-222.
 4. Yan, R. and Pei, Z. (2015). Incentive information sharing in various market structures. *Decision Support Systems*, 76, 76-86.
 5. Amrouche, N. and Yan, R. (2015). Aggressive or partnership strategy: Which choice is better for the national brand? *International Journal of Production Economics*, 166, 50-63.
 6. Yan, R. and Wang, K.Y. (2012). Franchisor-franchisee supply chain cooperation: Sharing of demand forecast information in high-tech industries. *Industrial Marketing Management*, 41(7), 1164-1173.
 7. Yan, R. (2011). Managing channel coordination in a multi-channel manufacturer-retailer supply chain. *Industrial Marketing Management*, 40(4), 636-642.
 8. Yan, R. (2010). Product brand differentiation and dual-channel store performances of a multi-channel retailer. *European Journal of Marketing*, 44(5), 672-692 (*This paper won the Highly commended award from Emerald Literati Network*).
 9. Yan, R. (2010). Cooperative advertising, pricing strategy and firm performance in the e-marketing age. *Journal of the Academy of Marketing Science*, 38(4), 510-519.

(b) Publications in referred “A” journals in approved ABDC list

10. Zhang, J., Han, Li, Yan, R. and Johnston, C. (2017). Examining the signaling effect of e-tailers’ return policies. *Journal of Computer Information Systems*, 57(3), 191-200.
11. Yan, R. and Cao, Z. (2017). Is brand alliance always beneficial to firms? *Journal of Retailing and Consumer Services*, 34(1), 193-200.
12. Yan, R., Cao, Z. and Pei, Z. (2016). Manufacturer's cooperative advertising, demand uncertainty, and information sharing. *Journal of Business Research*, 69(2), 709-717.
13. Yan, R., Pei, Z. and Myers, C. (2016). Do channel members value the multiple-cooperation strategy? *Journal of Retailing and Consumer Services*, 30(May), 84-95.
14. Cao, Z. and Yan, R. (2016). Health creates wealth? The use of nutrition claims and firm financial performance. *Journal of Public Policy & Marketing*, 35(1),

58-75.

15. Amrouche, N. and Yan, R. (2016). A manufacturer distribution issue: How to manage an online and a traditional retailer? *Annals of Operations Research*, 244, 257–294.
16. Pei, Z. and Yan, R. (2015). Do channel members value supportive retail services? Why? *Journal of Business Research*, 68(6), 1350-1358.
17. Yan, R. and Pei, Z. (2015). The strategic value of cooperative advertising in the dual-channel competition. *International Journal of Electronic Commerce*, 19(3), 118-143.
18. Pei, Z., Paswan, A., and Yan, R. (2014). E-tailer's return policy, consumer's perception of return policy fairness and purchase intention. *Journal of Retailing and Consumer Services*, 21(3), 249-257.
19. Pei, Z., Toombs, L., and Yan, R. (2014). How does the added new online channel impact the supportive advertising expenditure? *Journal of Retailing and Consumer Services*, 21(3), 229-238.
20. Yan, R., Myers, C., Wang, J., and Ghose, S. (2014). Bundling products to success: The influence of complementarity and advertising. *Journal of Retailing and Consumer Services*, 21(1), 48-53.
21. Yan, R. and Pei, Z. (2013). Incentive-compatible information sharing by dual-channel retailers. *International Journal of Electronic Commerce*, 17(2), 127-157.
22. Pei, Z. and Yan, R. (2013). National advertising, dual-channel coordination and firm performance. *Journal of Retailing and Consumer Services*, 20(2), 218-224.
23. Amrouche, N. and Yan, R. (2013). Can a weak retailer benefit from manufacturer-dominant retailer alliance? *Journal of Retailing and Consumer Services*, 20(1), 34-42.
24. Amrouche, N. and Yan, R. (2012). Implementing online store for national brand as a counterstrategy to private label threat. *Journal of Business Research*, 65(3), 325-332.
25. Yan, R. and Bandyopadhyay, S. (2011). The profit benefits of bundle pricing of complementary products. *Journal of Retailing and Consumer Services*, 18(4), 355-361.
26. Yan, R. and Pei, Z. (2011). Information asymmetry, pricing strategy and firm's performance in the retailer-multi-channel manufacturer supply chain. *Journal of Business Research*, 64(4), 377-384.

27. Yan, R., Guo, P., Wang, J., and Amrouche, N. (2011). Product distribution and coordination strategies in a multi-channel context. *Journal of Retailing and Consumer Services*, 18(1), 19-26.
28. Yan, R., Wang, J., and Zhou, B. (2010). Channel integration and profit sharing in the dynamics of multi-channel firms. *Journal of Retailing and Consumer Services*, 17(5), 430-440.
29. Yan, R. and Ghose, S. (2010). Forecast information and traditional retailer performance in a dual-channel competitive market. *Journal of Business Research*, 63(1), 77-83.
30. Yan, R. (2010). Demand forecast information sharing in the competitive online and traditional retailers. *Journal of Retailing and Consumer Services*, 17(5), 386-394.
31. Yan, R. and Yeh, R. (2009). Online purchase cost and firm profits in a dual-channel competitive market. *Marketing Intelligence & Planning*, 27(5), 698-713.
32. Yan, R. and Pei, Z. (2009). Retail services and firm profit in a dual-channel market. *Journal of Retailing and Consumer Services*, 16(4), 306-314.
33. Yan, R. (2008). Profit sharing and firm performance in the manufacturer-retailer dual-channel supply chain. *Electronic Commerce Research*, 8(3), 155-172.
34. Wang, J., Yan, R., Hollister, K. and Zhu, D. (2008). An historic review of management science research in China. *Omega*, 36(6), 919-932.

Publications in referred “B”, “C”, and other journals

35. Yan, R, Myers, C.A. and Wang, J. (2012). Pricing strategy, information sharing, and firm performance a market channel with a dominant retailer. *Journal of Product and Brand Management*, 21(6), 475-485. (“A” journal in West Virginia University with Doctoral Program in Marketing: <http://business.wvu.edu/faculty-staff/research-resources/journal-rankings>)
36. Yan, R. and Wang, J. (2010). Service level, pricing strategy and firm performance in a manufacturer-giant retailer supply chain. *Journal of Product and Brand Management*, 19(1), 61-66. (“A” journal in West Virginia University with Doctoral Program in Marketing: <http://business.wvu.edu/faculty-staff/research-resources/journal-rankings>)
37. Yan, R. (2009). Product categories, returns policy and pricing strategy for e-marketers. *Journal of Product and Brand Management*, 18(6), 452-460. (“A”

- journal in West Virginia University with Doctoral Program in Marketing:
<http://business.wvu.edu/faculty-staff/research-resources/journal-rankings>)
38. Yan, R. (2009). Pricing strategies and firm performances under alliance brand. *Journal of Product and Brand Management*, 18(3), 226-232. (“A” journal in West Virginia University with Doctoral Program in Marketing:
<http://business.wvu.edu/faculty-staff/research-resources/journal-rankings>)
 39. Yan, R. (2008). Pricing strategy for companies with mixed online and traditional retailing distribution markets. *Journal of Product and Brand Management*, 17(1), 48-56. (“A” journal in West Virginia University with Doctoral Program in Marketing:
<http://business.wvu.edu/faculty-staff/research-resources/journal-rankings>)
 40. Wang, J., Yan, R. and Zhou, B. (2013). Potential power and problems in sentiment mining of social media. *International Journal of the Academic Business World (Best Paper Award)*, 7(2), 33-39.
 41. Wang, J. and Yan, R. (2015). The dawn of a new age: A new discipline digging deep into big data for big value. *International Journal of Data Science*, 1(1), 1-6.
 42. Wang, J., Yan, R. and Zhou, B. (2014). Potential benefits and barriers in stream mining techniques over varying types of data streams. *International Journal of the Academic Business World*, 8(1), 67-73.
 43. Wang, J., Yan, R. and Zhou, B. (2013). A comparative study of U.S. and international sustainability. *International Journal of Applied Decision Sciences*, 6(1), 15-34.
 44. Wang, J., Zhou, B. and Yan, R. (2012). Benefits and barriers in mining the healthcare industry data. *International Journal of Strategic Decision Sciences*, 3(4), 51-67.
 45. Wang, J., Zhou, B. and Yan, R. (2012). Analyze banking efficiency from an international perspective. *Issues in Information Systems*, 13(1), 371-381.
 46. Wang, Z., Yan, R. and Wang, J. (2011). Data decoding in drug discovery and development. *International Journal of Decision Sciences*, 2(2), 93-107.
 47. Wang, J., Hsu, J., Zhou, B. and Yan, R. (2012). From stale to spicy to superb: A spanking new Apple. *International Journal of Business Excellence*, 5(6), 639-656.
 48. Yan, R., Wang, J., Zhou, B. and Guo, P. (2012). Is information sharing profitable in e-business age? *International Journal of Applied Decision Sciences*, 5(1), 1-10.

49. Wang, Z., Yan, R., Zhou, B., Xing, R. (2011). A longitudinal statistical analysis of the U.S. health care system and associated costs. *International Journal of Decision Sciences*, 2(1), 55-65.
50. Guo, P., Yan, R. and Wang, J. (2010). Duopoly market analysis within one-shot decision framework with asymmetric possibilistic information. *International Journal of Computational Intelligence Systems*, 3(6), 786-796.
51. Wang, J. and Yan, R. (2011). Knowledge chain management: New frontiers. *International Journal of Knowledge-Based Organizations*, 1(1), 1-4.
52. Wang, Z., Yan, R., Chen, Y, and Xing, R. (2010). Data mining in nonprofit organizations, government agencies, and other institutions. *International Journal of Information Systems in the Service Sector*, 2(3), 42-52.
53. Zhou, B., Wang, J. and Yan, R. (2011). Analysis of a dual-source production-inventory problem with quantity constraints. *International Journal of Applied Decision Sciences*, 4(1), 1-15.
54. Wang, J., Yan, R. and Guo, P. (2011). Comparative analysis of international healthcare systems. *International Journal of Business and Systems Research*, 5(1), 85-102.
55. Yan, R., Wang, J. and Ghose, S. (2009). Population internet penetration rate and channel supply chain players' performances. *International Journal of Internet Marketing and Advertising*, 5(4), 329-347.
56. Wang, J. and Yan, R. (2010). Smart science supports superior decisions. *International Journal of Operations Research and Information Systems*, 1(1), 1-2.
57. Yan, R. and Wang, J. (2009). Product choice and channel strategy for multi-channel retailers. *International Journal of E-Business Research*, 5(3), 78-99.
58. Yeh, R. and Yan, R. (2010). Purchase decision logistic applied model for online shopping via web building experiments. *International Journal of Data Analysis Techniques and Strategies*, 2(1), 73-84.
59. Wang, J. and Yan, R. (2010). Synergetic fusion of information systems and social change. *International Journal of Information Systems and Social Change*, 1(1), 1-4.
60. Yan, R. and Wang, K.Y. (2009). Market forecasting information and firm pricing-advertising strategies. *International Journal of Information and Decision Science*, 1(4), 382-396.

61. Wang, Z., Yan, R., Hollister, K. and Xing, R. (2009). Relative comparison of leading supply chain management software packages. *International Journal of Information Systems and Supply Chain Management*, 2(1), 81-96.
62. Yan, R. and Wang, J. (2009). Effects of consumer online purchase costs on online and traditional retailers. *International Journal of Business and Systems Research*, 3(3), 351-367.
63. Yan, R. and Ghose, S. (2008). Cooperative pricing under forecasting sharing in the manufacturer-e-retailer supply chain. *International Journal of Information Systems and Supply Chain Management*, 1(2), 1-18.
64. Yan, R. and Bhatnagar, A. (2008). Product choice strategies for online retailers. *International Journal of E-Business Research*, 4(1), 22-39.
65. Wang, Z., Yan, R., Hollister, K. and Xing, R. (2008). The rise and fall of commerce one Inc.: Lessons learned. *Journal of Management and Engineering Integration*, 1(2), 94-99.
66. Yan, R. (2007). Market information strategies for online retailers. *Journal of Revenue and Pricing Management*, 6(3), 200-211.
67. Yan, R. (2007). The internet coverage rate and traditional retailers. *International Journal of Technology Marketing*, 2(3), 264-279.
68. Yan, R., Ghose, S. and Bhatnagar, A. (2006). Cooperative advertising in a dual channel supply chain. *International Journal of Electronic Marketing and Retailing*, 1(2), 99-113.

ARTICLES FOR BOOK REVIEWS

1. Wang, J. and Yan, R. (2008), "Managerial decision modeling with spreadsheets, 2nd ed.", *Interfaces*, 38(5), 410-412
2. Yan, R. (2008), "Implementation strategies for SAP R/3 in a multinational organization: Lessons from a real-world case study", *International Journal of Information Systems and Supply Chain Management*, 1(3), 80-82
3. Wang, Z. and Yan, R. (2010), "Web-based supply chain management and digital signal processing: Methods for effective information administration and transmission", *International Journal of Information Systems and Supply Chain Management*, 3(3), 80-83
4. Wang, Z. and Yan, R. (2012), "Connected causes: Online marketing strategies for nonprofit organizations", *International Journal of Information Systems and Social Change*, 3(4), 97-101

5. Wang, Z. and Yan, R. (2013), “Carpenter’s guide to innovative SAS techniques”, *International Journal of Operations Research and Information Systems*, 4(2), 98-100

PUBLISHED BOOK AND PREFACE

Yan, R. “Internet Retailing: Pricing, Product and Information Strategies”, ISBN: 978-3-8364-1487-6

Wang, Z. and Yan, R. “Preface: Intelligence Methods and Systems Advancements for Knowledge-Based Business” in the book, *Intelligence Methods and Systems Advancements for Knowledge-Based Business*, 2013.

CHAPTERS IN SCHOLARLY BOOKS

1. Wang, J. and Yan, R. “Risks, gaps, and global issues of project management”, in the book, *Encyclopedia of HRIS: Challenges in e-HRM*, Information Science Reference, Hershey, PA, 2008.

2. Wang, Z., Yao, J., Yan, R. and Hus, J. “EBay: An e-titan success story”, in the book, *Cases on Managing E-Services*, October, 2008.

3. Wang, Z., Yan, R., Hollister, K. and Xing, R. “A relative comparison of leading supply chain management”, in the book, *Software Applications: Concepts, Methodologies, Tools, and Applications*, March, 2009.

4. Wang, J., Yan, R. and Yao, J. “ARIBA: A successful story in e-commerce”, in the book, *Encyclopedia of E-Business Development and Management in the Global Economy*, May, 2010.

5. Yan, R., Wang, Z. and Xing, R. “An evaluation and scenario analysis of the representative supply chain management software”, in the book, *Supply Chain Optimization, Management and Integration: Emerging Applications*, January, 2011.

6. Wang, Z., and Yan, R. “Preface: Optimizing, innovating, and capitalizing on information systems for operations”, in the book, *Optimizing, Innovating, and Capitalizing on Information Systems for Operations*, February, 2013.

TEACHING EXPERIENCES

Assistant and Associate Professor of Marketing from 2012- present at Texas A&M University Commerce

- M501-Marketing Environment
- M521-Marketing Management
- M586-International Marketing

- M306-Introduction to Marketing

Assistant Professor of Marketing at Virginia State University from 2006-2008, and Assistant Professor of Marketing at Indiana University Northwest from 2008 – 2011.

SERVICES

EDITORIAL BOARD

* **Managing Editor** of *International Journal of Information Systems and Supply Chain Management (IJISSCM)* - This journal is listed in **Scopus** (Elsevier), **DBLP**, **INSPEC**, **Cabell's**, **ABDC journal list**, etc. Directory of Refereed Publications (**AACSB Standard**) and indexed in many professional databases. Please see web link: <http://www.igi-global.com/journal/international-journal-information-systems-supply/1097#indices>

- ◆ **Editorial Board Member** of *Journal of Computer Information Systems (JCIS)*. Please see web link: <http://www.tandfonline.com/action/journalInformation?show=editorialBoard&journalCode=ucis20>
- ◆ **Editorial Board Member** of *the Academy of Marketing Studies Journal (AMSJ)*. Please see web link: <http://www.alliedacademies.org/academy-of-marketing-studies-journal/editors.php>
- ◆ **Editorial Board Member** of *Technology and Investment (TI)*. Please see web link: <http://www.scirp.org/journal/ti/>
- ◆ **Editorial Board Member** of *International Journal of Data Analysis Techniques and Strategies (IJDATS)*. Please see web link: <http://www.inderscience.com/jhome.php?jcode=ijdats>
- ◆ **Editorial Board Member** of *International Journal of Information and Decision Sciences (IJIDS)*. Please see web link: <http://www.inderscience.com/jhome.php?jcode=ijids>
- ◆ **Editorial Board Member** of *International Journal of Data Analysis and Information Systems (IJDAIS)*: Please see web link: http://www.serialsjournals.com/editorial-board.php?journals_id=68
- ◆ **Editorial Board Member** of *Advances in Information Systems and Supply Chain Management (AISSCM) Book Series*. Please see web link: <http://www.igi-global.com/journal/international-journal-information-systems-supply/1097#indices>
- ◆ **Program Committee Member** of *the Sixteenth Wuhan International Conference on E-Business, China*. Please see web link: <http://www.whiceb.com/committee->

[Program.html](#)

- ◆ **Program Committee Member** of the *Third Symposium on Financial Business Intelligence and Risk Management (FIRM'11)* and the *Fourth Workshop of Electronic Payment and Electronic Commerce (EPECC'11)*, China. Please see web link: <http://fife.swufe.edu.cn/Firm-EPCCC2011/callforpaper.pdf>
- ◆ **Program Committee Member** of *JCeSBI Conference 2010, China*. Please see web link: <http://fife.swufe.edu.cn/JCeSBI2010/org.html>

REVIEWER FOR ACADEMIC PRJS

- ◆ *Journal of the Academy of Marketing Science*
- ◆ *Industrial Marketing Management*
- ◆ *Journal of Advertising*
- ◆ *Journal of Business Research*
- ◆ *European Journal of Marketing*
- ◆ *Journal of International Marketing*
- ◆ *Production and Operations Management*
- ◆ *International Journal of Electronic Commerce*
- ◆ *International Journal of Production Economics*
- ◆ *International Journal of Production Research*
- ◆ *International Transactions in Operational Research*
- ◆ *Annals of Operations Research*
- ◆ *European Journal of Operational Research*
- ◆ *Journal of Retailing and Consumer Services*
- ◆ *Journal of Product and Brand Management*
- ◆ *Computers & Industrial Engineering*
- ◆ *The Academy of Marketing Studies Journal*
- ◆ *Marketing Intelligence and Planning*
- ◆ *Journal of International Consumer Marketing*
- ◆ *Journal of Applied Management Science*
- ◆ *European Journal of Information Systems*
- ◆ *Decision Support System*
- ◆ *Journal of Operational Research Society*
- ◆ *Omega*
- ◆ *Journal of Computer Information Systems*
- ◆ *Discrete Dynamics in Nature and Society*
- ◆ *International Journal of Information Systems and Supply Chain Management*
- ◆ *International Journal of Information and Decision Sciences*
- ◆ *International Journal of Data Analysis Techniques and Strategies*
- ◆ *Tourism Management*
- ◆ *Transportation Research Part E (TRE)*
- ◆ *Management Research Review*

- ◆ *Journal of Economics and International Finance*
- ◆ *Economic Modeling*
- ◆ *Journal of Mathematics*
- ◆ *Computers in Human Behavior*
- ◆ *Technology and Investment*

COMMITTEE MEMBER AT TEXA A&M UNIVERSITY COMMERCE

University Faculty Senate at Texas A&M University Commerce from Fall 2013 to Summer 2017

University Chief Marketing Communication Officer Search Committee Member at Texas A&M University Commerce in Spring 2016

Undergraduate Academic Appeals Committee at Texas A&M University Commerce from 2015 to Summer 2017

COMMITTEE MEMBER IN COLLEGE OF BUSINESS AT TEXA A&M UNIVERSITY COMMERCE

Strategic Committee Member in College of Business at Texas A&M University Commerce from Fall 2017 to Present

Marketing & Branding Committee Member in College of Business at Texas A&M University Commerce from Fall 2017 to Present

Faculty Committee Member (chair of Faculty Research Qualification Subcommittee) in College of Business at Texas A&M University Commerce from Fall 2012 to Spring 2017

Assistant Dean Search Committee Member in College of Business at Texas A&M University Commerce in Fall 2014

Scholarship Committee Member in Department of Marketing & Business Analytics of College of Business at Texas A&M University Commerce from 2014 to present

Marketing Faculty Search Committee Chair in Department of Marketing & Business Analytics of College of Business at Texas A&M University Commerce from Fall 2014 to Spring 2015

Business Analytics Faculty Search Committee Chair in Department of Marketing & Business Analytics of College of Business at Texas A&M University Commerce from Fall 2015 to Spring 2016

Business Analytics Faculty Search Committee Chair in Department of Marketing & Business Analytics of College of Business at Texas A&M University Commerce from Fall 2016 to Spring 2017

