

## Ruiliang Yan

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### EDUCATION

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

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### HONORS & AWARDS

2018	Service Excellence Award from Texas A&M University Commerce
2018	Outstanding reviewer award from Journal of Business Research
2018	Outstanding reviewer award from Industrial Marketing Management
2018	Outstanding reviewer award from Computers & Industrial Engineering
2017	Outstanding reviewer award from Journal of Retailing and Consumer Services
2017	Outstanding reviewer award from International Journal of Production Economics
2017	Outstanding reviewer award from Computers & Industrial Engineering
2017	Recognized reviewer award from Industrial Marketing Management
2017	Recognized reviewer award from Journal of Business Research
2017	Recognized reviewer award from Journal of Retailing and Consumer Services
2017	Global fellow award at 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 from Texas A&M University Commerce
2017	Recognized as one of top 20 prominent retailing researchers from 2009-2015
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
- 2016 Recognized reviewer award from Computers in Human Behavior
- 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 Faculty Research Award from Texas A&M University Commerce
- 2013 Best Paper Award at Academic Business World International Conference
- 2012 IU Northwest Founders Day Teaching Award Nominee
- 2012 Grant-Aid-in-Research from 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

## **RESEARCH INTERESTS**

Strategies; Retailing; Services; Analytical and Empirical Modeling

## **SELECTED PRJs PUBLICATIONS**

55. Pei, Z., and Yan, R. (2019). Cooperative behavior and information sharing in the e-commerce age. *Industrial Marketing Management*, 76(1), 12-22.
54. Yan, R., Pei, Z., and Ghose, S. (2018). Reward points, profit sharing, and valuable coordination mechanism in the O2O era. *International Journal of Production Economics*. In Print
53. Yan, R., and Pei, Z. (2018). Returns policies and O2O coordination in the e-tailing age. *Journal of Retailing and Consumer Services*. In Print
52. 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.
51. Yan, R., and Cao, Z. (2017). Product returns, asymmetric information and firm performance. *International Journal of Production Economics*, 185(3), 211-222.
50. Yan, R., and Cao, Z. (2017). Is brand alliance always beneficial to firms? *Journal of Retailing and Consumer Services*, 34(1), 193-200.
49. 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), 199-208.
48. Amrouche, N., and Yan, R. (2016). A manufacturer distribution issue: How to manage an online and a traditional retailer? *Annals of Operations Research*, 244(2), 257-294.
47. 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), 1-19.
46. 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.
45. Yan, R., Pei, Z., and Myers, C. (2016). Do channel members value the multiple-cooperation strategy? *Journal of Retailing and Consumer Services*, 30(5), 84-95.
44. 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.
43. Yan, R., and Pei, Z. (2015). Incentive information sharing in various market structures. *Decision Support Systems*, 76, 76-86.
42. Pei, Z., and Yan, R. (2015). Do channel members value supportive retail services? Why? *Journal of Business Research*, 68(6), 1350-1358.
41. 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.
40. 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.
39. 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.
38. 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.
37. 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.
36. 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.
35. 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.
34. Pei, Z., and Yan, R. (2013). National advertising, dual-channel coordination and firm performance. *Journal of Retailing and Consumer Services*, 20(2), 218-224.
33. 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.
32. Yan, R., and Pei, Z. (2012). Incentive-compatible information sharing by dual-channel retailers. *International Journal of Electronic Commerce*, 17(2), 127-157.
31. 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.
30. 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.
29. 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.

28. 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.
27. Wang, Z., Yan, R., and Wang, J. (2011). Data decoding in drug discovery and development. *International Journal of Decision Sciences*, 2(2), 93-107.
26. 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.
25. 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.
24. Yan, R. (2011). Managing channel coordination in a multi-channel manufacturer-retailer supply chain. *Industrial Marketing Management*, 40(4), 636-642.
23. 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.
22. Yan, R. (2010). Product brand differentiation and dual-channel store performances of a multi-channel retailer. *European Journal of Marketing*, 44(5), 672-692 (*Highly commended award from Emerald Literati Network*).
21. Wang, Z., Yan, R., Zhou, B., and 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.
20. 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.
19. 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.
18. Yan, R. (2010). Demand forecast information sharing in the competitive online and traditional retailers. *Journal of Retailing and Consumer Services*, 17(5), 386-394.
17. 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.
16. 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.

15. Yan, R. (2009). Product categories, returns policy and pricing strategy for e-marketers. *Journal of Product and Brand Management*, 18(6), 452-460.
14. 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.
13. 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.
12. 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.
11. Yan, R. (2009). Pricing strategies and firm performances under alliance brand. *Journal of Product and Brand Management*, 18(3), 226-232.
10. 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.
9. 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), 81-96.8
8. 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.
7. Yan, R. (2008). Profit sharing and firm performance in the manufacturer-retailer dual-channel supply chain. *Electronic Commerce Research*, 8(3), 155-172.
6. Wang, J., Yan, R., Hollister, K., and Zhu, D. (2008). An historic review of management science research in China. *Omega*, 36(6), 919-932.
5. 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.
4. Yan, R., and Bhatnagar, A. (2008). Product choice strategies for online retailers. *International Journal of E-Business Research*, 4(1), 22-39.
3. Yan, R. (2007). Market information strategies for online retailers. *Journal of Revenue & Pricing Management*, 6(3), 200-211.
2. Yan, R. (2007). The internet coverage rate and traditional retailers. *International Journal of Technology Marketing*, 2(3), 264-279.
1. 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.

## **BOOK REVIEWS**

1. Wang, J. and Yan, R. (2008). Managerial decision modeling with spreadsheets, 2<sup>nd</sup> 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

## **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.

## **BOOK CHAPTERS**

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.

## **ACADEMIC POSITION**

Associate Professor of Marketing at Texas A&M University Commerce

## **EDITORIAL BOARD**

\* **Editor** of *International Journal of Information Systems and Supply Chain Management (IJISSCM)*

\* **Editor** of *Global Journal of Management and Marketing (GJMM)*

- ◆ **Editorial Board Member** of *Journal of Retailing and Consumer Services (JRCS)*
- ◆ **Editorial Board Member** of *Journal of Analytics (JA)*
- ◆ **Editorial Board Member** of *Journal of Computer Information Systems (JCIS)*
- ◆ **Editorial Board Member** of *International Journal of Data Analysis and Information Systems (IJDAIS)*
- ◆ **Editorial Board Member** of *Journal of Service Science and Management (JSSM)*
- ◆ **Editorial Board Member** of *International Journal of Information and Decision Sciences (IJIDS)*

## **REVIEWER FOR PEER REVIEW JOURNALS**

- ◆ *Journal of the Academy of Marketing Science*
- ◆ *Industrial Marketing Management*
- ◆ *Journal of Advertising*
- ◆ *Journal of Business Research*
- ◆ *Decision Sciences*
- ◆ *IIE Transactions*
- ◆ *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*
- ◆ *Annals of Operations Research*
- ◆ *European Journal of Operational Research*
- ◆ *Journal of Retailing and Consumer Services*
- ◆ *Journal of Product and Brand Management*
- ◆ *Computers & Industrial Engineering*
- ◆ *Marketing Intelligence and Planning*
- ◆ *Journal of International Consumer Marketing*
- ◆ *European Journal of Information Systems*
- ◆ *Decision Support Systems*
- ◆ *Journal of Operational Research Society*
- ◆ *Omega*
- ◆ *IEEE Transactions on Systems, Man and Cybernetics: Systems*
- ◆ *Journal of Computer Information Systems*
- ◆ *Discrete Dynamics in Nature and Society*
- ◆ *Transportation Research Part E (TRE)*
- ◆ *Management Research Review*

***COMMITTEE AT TEXAS A&M UNIVERSITY COMMERCE***

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

*Undergraduate Academic Appeals Committee* at Texas A&M University Commerce from 2014 to 2017

*Chair of Faculty Research Committee* in College of Business at Texas A&M University Commerce from 2012 to 2017

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

*Chair of Marketing Faculty Search Committee* in Department of Marketing & Business Analytics of College of Business at Texas A&M University Commerce in 2014

*Chair of Business Analytics Faculty Search Committee* in Department of Marketing & Business Analytics of College of Business at Texas A&M University Commerce from 2013 to 2016

*Chair of Student & Alumni Engagement Committee* in College of Business at Texas A&M University Commerce from 2017 to present