

TAO LI

Associate Professor
Director of MS Program in Business Analytics
Department of Information Systems and Analytics
Leavey School of Business, Santa Clara University
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EDUCATION

The University of Texas at Dallas, Richardson, TX

Ph.D., Operations Management, (GPA 3.9) Advisor: Suresh P. Sethi

Tianjin University, Tianjin, China

B.S., Financial Management & Material Science and Engineering (Certificate of Excellent Student)

ACADEMIC POSITION

Leavey School of Business, Santa Clara University, Santa Clara, CA

Department of Information Systems and Analytics

Associate Professor (with Tenure)

Mar/2018–Present

Assistant Professor

Sept/2012–Mar/2018

School of Management, Fudan University, Shanghai, China

Visiting Professor

Aug/2018–Sept/2018

School of Management, USTC, Hefei, China

Visiting Professor

Jul/2018–Aug/2018

RESEARCH

PUBLICATIONS

1. Xi Shan, **Tao Li**, Suresh P. Sethi. 2020. “A Responsive Pricing Retailer Sourcing from Competing Suppliers Facing Disruptions.” **To Appear** in *Manufacturing & Service Operations Management*.
2. Meng Li, **Tao Li**. 2018. “Consumer Search, Transshipment, and Bargaining Power in a Supply Chain,” *International Journal of Production Research*, **56**(10), 3423-3438.
3. **Tao Li**, Suresh P. Sethi, Jun Zhang. 2017. “Mitigating Supply Uncertainty: The Interplay Between Diversification and Pricing,” *Production and Operations Management*, **26**(3), 369-388.
The honorable mention for 2018 POMS Wickham Skinner Best Paper Award.
4. **Tao Li**, Suresh P. Sethi. 2017. “A Review of Dynamic Stackelberg Game Models,” *Discrete and Continuous Dynamical Systems - Series B*, **22**(1), 125-159.
5. **Tao Li**, Suresh P. Sethi, Xiuli He. 2015. “Dynamic Pricing, Production, and Channel Coordination with Stochastic Learning,” *Production and Operations Management*, **24**(6), 857-882.
6. **Tao Li**, Suresh P. Sethi, Jun Zhang. 2014. “Supply Diversification with Isoelastic Demand,” *International Journal of Production Economics*, **157**, 2-6.
7. **Tao Li**, Suresh P. Sethi, Jun Zhang. 2013. “How Does Pricing Power Affect a Firm’s Sourcing Decisions from Unreliable Suppliers?” *International Journal of Production Research*, **51**(23-24), 6990-7005.
International Journal of Production Research 50th volume anniversary special issue (by invitation only).

8. **Tao Li**, Suresh P. Sethi, Jun Zhang. 2013. "Supply Diversification with Responsive Pricing," *Production and Operations Management*, **22**(2), 447-458.
9. Ernan Haruvy, **Tao Li**, Suresh P. Sethi. 2012. "Two-Stage Pricing for Custom-Made Products," *European Journal of Operational Research*, **219**(2), 405-414.

SUBMITTED/WORKING PAPERS

- Meng Li, **Tao Li**. "The Ordering Automation of Regretful Retailers." Target Journal: *Production and Operations Management*.
- Jingna Ji, **Tao Li**, Lei Yang. "Low-Carbon Strategies for Competing Firms under Cap-and-Trade Regulation with Consumer Preference." Target Journal: *Production and Operations Management*.
- Qian Gao, Xiaolong Guo, **Tao Li**, Yugang Yu. "Reward-based Crowdfunding to Strategic Consumers with Own Assets and Spot Sales." Target Journal: *Production and Operations Management*.
- Dali Huang, **Tao Li**, Zhen He. "Product Sharing: A Damage or an Opportunity for Manufacturers and Consumers." Target Journal: *Management Science*.
- **Tao Li**, Suresh P. Sethi. "Coordinating Contracts and Feedback Stackelberg Equilibrium." Target Journal: *Management Science*.
- **Tao Li**, Xiuli He, Suresh P. Sethi. "Strategic Inventories with Stochastic Learning." Target Journal: *Management Science*.

WORKS IN PROGRESS

- **Tao Li**, Hau Lee. "The Bertrand Competition between the Manufacturer and Its Unreliable Suppliers with Random Yield."
- Xi Shan, **Tao Li**, Suresh P. Sethi. "A Committed Pricing Retailer Sourcing from Competing Suppliers facing Disruption."
- **Tao Li**, Suresh P. Sethi, Jun Zhang. "Supply Diversification with Strategic Suppliers."
- **Tao Li**, Suresh P. Sethi, Xiuli He. "Myopic or Far-Sighted? Competition Strategies with Stochastic Learning."

TEACHING EXPERIENCE

Associate Professor, Santa Clara University

- **Machine Learning (Core Course for MS in Business Analytics)**
- Class Size: 30. Overall Teaching Score: **4.3/5** Spring 2020
- **Data Analytics with Python (Core Course for MS in Business Analytics)**
- Class Size: 27. Overall Teaching Score: **4.6/5** Winter 2020
- **Computer Based Decision Models (Core Course for MS in Information Systems)**
- Class Size: 12. Overall Teaching Score: **4.5/5** Winter 2020
- **Operations Management (OMIS 3252) (Core Course for MBA)**
- Class Size: 44. Overall Teaching Score: **4.0/5** Summer 2019
- **Analytical Decision Making (OMIS 3202) (Core Course for MBA)**
- Class Size: 46. Overall Teaching Score: **4.5/5** Winter 2019
- Class Size: 43. Overall Teaching Score: **4.6/5** Winter 2018
- **Operations Management (OMIS 3357) (Core Course for Accelerated MBA)**

- Class Size: 22. Overall Teaching Score: **4.8/5** Spring 2016
- **Prescriptive Analytics (OMIS 109) (Undergraduate Core for Business Analytics)**
- Class Size: 27. Fall 2019
- Class Size: 24. Overall Teaching Score: **4.5/5** Spring 2019
- **Operations Management (OMIS 108S) (Undergraduate Core for Leavey Scholars & University Honors)**
- Class Size: 14. Overall Teaching Score: **4.9/5** Spring 2018
- Class Size: 23. Overall Teaching Score: **4.7/5** Spring 2017
- Class Size: 22. Overall Teaching Score: **4.1/5** Spring 2016
- Class Size: 23. Overall Teaching Score: **4.5/5** Spring 2015
- **Sustainable Operations Management (OMIS 108E)**
- Class Size: 21. Overall Teaching Score: **4.2/5** Winter 2019
- Class Size: 25. Overall Teaching Score: **4.8/5** Winter 2018
- Class Size: 24. Overall Teaching Score: **4.1/5** Winter 2017
- **Operations Management (OMIS 108) (Undergraduate Core for all business majors)**
- Class Size: 31 & 26. Fall 2019
- Class Size: 35. Overall Teaching Score: **4.6/5** Winter 2019
- Class Size: 26 & 30 & 24. Overall Teaching Score: **4.6/5 & 4.7/5 & 4.2/5** Fall 2018
- Class Size: 33 & 31. Overall Teaching Score: **4.8/5 & 4.7/5** Spring 2018
- Class Size: 31 & 31. Overall Teaching Score: **4.8/5 & 4.7/5** Winter 2018
- Class Size: 31. Overall Teaching Score: **4.8/5** Spring 2017
- Class Size: 28 & 26. Overall Teaching Score: **4.4/5 & 4.7/5** Winter 2017
- Class Size: 29. Overall Teaching Score: **4.9/5** Spring 2016
- Class Size: 30 & 28. Overall Teaching Score: **4.6/5 & 4.6/5** Fall 2015
- Class Size: 36 & 36. Overall Teaching Score: **4.7/5 & 4.6/5** Spring 2015
- Class Size: 32 & 32 & 28. Overall Teaching Score: **4.8/5 & 4.7/5 & 4.6/5** Winter 2015
- Class Size: 32 & 32. Overall Teaching Score: **4.8/5 & 4.5/5** Spring 2014
- Class Size: 30 & 27. Overall Teaching Score: **4.8/5 & 4.9/5** Winter 2014
- Class Size: 28 & 29. Overall Teaching Score: **4.5/5 & 4.8/5** Fall 2013
- Class Size: 29 & 25 & 21. Overall Teaching Score: **4.2/5 & 3.9/5 & 4.5/5** Spring 2013
- Class Size: 28 & 29. Overall Teaching Score: **4.2/5 & 4.5/5** Fall 2012

Instructor (Full Responsibility), The University of Texas at Dallas

- Operations Management (Undergraduate Core)
- Class Size: 66 & 42. Overall Teaching Score: **4.6/5 & 4.8/5** Spring & Summer 2012
- Class Size: 43 & 24. Overall Teaching Score: **4.7/5 & 4.5/5** Spring & Summer 2011

Temporary Tutorial Instructor, The University of Texas at Dallas

Fall 2010

- Supply Chain Management/Demand and Revenue Management (MBA Courses)

Tutorial Instructor, The University of Texas at Dallas

Spring 2010

- Optimal Control (PhD Core)

AWARDS AND HONORS

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- Member of INFORMS, MSOM, POMS, DSI, CSAMSE, Phi Kappa Phi, Beta Gamma Sigma

- Tao Li (PI). SCU Leavey Research Grant (\$8,000) 2019–2021
- Tao Li (PI). SCU University Teaching Grant (\$1,700) 2019–2021
- The ACE (Accelerated Cooperative Education Leadership Program) Outstanding Faculty Award Mar/2019
- Tao Li (PI). SCU Leavey Research Grant (\$7,800) 2018–2020
- The honorable mention for 2018 POMS Wickham Skinner Best Paper Award May/2018
- Tao Li (PI). Santa Clara University Sustainability Research Grant (\$15,000) 2017–2019
- Tao Li (PI). SCU Leavey Research Grant (\$3,000) 2017–2019
- SCU Leavey School of Business Extraordinary Teaching Award (\$250) 2017–2018
- SCU Leavey School of Business Extraordinary Research Award (\$250) 2016–2017
- SCU Leavey School of Business Extraordinary Teaching Award (\$250) 2016–2017
- Tao Li (Co-PI, with Graeme Warren and Fouad Mirzaei) Enhancing Teaching with Technology Grant (\$4,500) Jun/2016
- The ACE (Accelerated Cooperative Education Leadership Program) Outstanding Faculty Award Mar/2016
- SCU Leavey School of Business Extraordinary Teaching Award (\$800) 2014–2015
- SCU Junior Faculty Development Leave Grant (\$3,000) 2015–2017
- Tao Li (PI). SCU Leavey Research Grant (\$4,000) 2015–2017
- Tao Li (PI). SCU University Research Grant (\$5,000) 2015–2017
- SCU Leavey School of Business Extraordinary Research Award (\$800) 2013–2014
- SCU Leavey School of Business Extraordinary Teaching Award (\$800) 2013–2014
- Tao Li (PI). SCU Leavey Research Grant (\$4,000) 2014–2016
- Tao Li (PI). SCU University Research Grant (\$2,000) 2014–2016
- Tao Li (PI). SCU Leavey Research Grant (\$4,000) 2013–2015
- Invited to the 10th POMS Emerging Scholars Program May/2013
- Invited to the INFORMS Teaching Effectiveness Colloquium Oct/2012
- M.S. Graduation in Supply Chain Management with High Distinction May/2012
- Spring 2012 Phi Kappa Phi-The University of Texas at Dallas Travel Grant (\$500) Apr/2012
- The University of Texas at Dallas Ph.D. Research Small Grant (\$1,000) Apr/2012
- Invited to the INFORMS Future Academicians Colloquium Nov/2011
- Invited to the DSI Doctoral Student Consortium Nov/2011
- The University of Texas at Dallas Doctoral Student Consortium Grant (\$2,000) Nov/2011
- Invited to the POMS Doctoral Student Consortium May/2011
- The University of Texas at Dallas Doctoral Student Consortium Grant (\$1,000) May/2011
- MBA Graduation with High Distinction May/2011
- The University of Texas at Dallas Ph.D. Research Small Grant (\$1,000) Nov/2010

CONFERENCE PRESENTATIONS

- POMS Annual Meeting at Washington, D.C. May/2019
- *Product Sharing: A Damage or an Opportunity for Manufacturers and Consumers*
- The Eleventh Annual International Conference of the Chinese Scholars Association for Management Science and Engineering at Ningbo, China Jul/2018
- *Pricing and Carbon Emission Reduction Decisions for Vertically Differentiated Firms with Consumer Preference*
- POMS 2017 International Conference at Sydney, Australia. Dec/2017

- *Carbon Emission Reduction Strategies for Two Competing Firms under Cap-and-Trade Regulation with Consumers' Preference*
- The Tenth Annual International Conference of the Chinese Scholars Association for Management Science and Engineering at Guangzhou, China. Jul/2017
- *Carbon Emission Reduction Strategies for Two Competing Firms under Cap-and-Trade Regulation with Consumers' Preference*
- The Eighth POMS-HK International Conference at Hong Kong, China Jan/2017
- *A Responsive Pricing Retailer Sourcing from Competing Suppliers facing Disruptions*
- The Ninth Annual International Conference of the Chinese Scholars Association for Management Science and Engineering at Hefei, China. Jul/2016
- *A Responsive Pricing Retailer Sourcing from Competing Suppliers facing Disruptions*
- INFORMS International Meeting at Waikoloa, HI Jun/2016
- *Five Steps to Supply Chain Coordination*
- POMS Annual Meeting at Orlando, FL May/2016
- *Five Steps to Supply Chain Coordination*
- The Seventh POMS-HK International Conference at Macau, China Jan/2016
- *Mitigating Supply Uncertainty: The Interplay Between Diversification and Pricing*
- INFORMS Annual Meeting at Philadelphia, PA Nov/2015
- *Consumer Search, Transshipment, and Bargaining Power in a Supply Chain*
- The Eighth Annual International Conference of the Chinese Scholars Association for Management Science and Engineering at Shenyang, China. Jul/2015
- *Mitigating Supply Uncertainty: The Interplay Between Diversification and Pricing*
- POMS Annual Meeting at Washington, D.C. May/2015
- *Mitigating Supply Uncertainty: The Interplay Between Diversification and Pricing*
- INFORMS Annual Meeting at San Francisco, CA Nov/2014
- *Dynamic Pricing, Production, and Channel Coordination with Stochastic Learning*
- MSOM Annual Meeting at Seattle, WA Jun/2014
- *Dynamic Pricing, Production, and Channel Coordination with Stochastic Learning*
- POMS Annual Meeting at Denver, CO May/2013
- *Mitigating Supply Uncertainty: The Interplay Between Diversification and Pricing*
 - *Dynamic Pricing, Procurement, and Channel Coordination with Stochastic Learning*
- INFORMS Annual Meeting at Phoenix, AZ Oct/2012
- *Are Responsive Pricing and Supply Diversification Substitutes in Hedging Supply Uncertainty?*
 - *Strategic Inventories and Dynamic Coordination with Production Cost Learning*
- POMS Annual Meeting at Chicago, IL Apr/2012
- *Are Responsive Pricing and Supply Diversification Substitutes in Hedging Supply Uncertainty?*
 - *Myopic versus Strategic Decisions with Production Cost Learning*
- DSI Annual Meeting at Boston, MA Nov/2011
- *Supply Diversification with Responsive Pricing*

- INFORMS Annual Meeting at Charlotte, NC Nov/2011
- *Are Responsive Pricing and Supply Diversification Substitutes in Hedging Supply Uncertainty?*
 - *Supply Diversification with Responsive Pricing*
 - *Pricing, Production and Coordination in a Two-Period Inventory Model with Stochastic Cost Learning*
- POMS Annual Meeting at Reno, NV May/2011
- *Supply Diversification with Responsive Pricing*
 - *Coordination in a Two-Period Inventory Model with Production Cost Volume Learning*
- INFORMS Annual Meeting at Austin, TX Nov/2010
- *Supplier Diversification with Price-Dependent Demand*

PROFESSIONAL ACTIVITIES

- Senior Editor for **Production and Operations Management** 2017–Present
- Guest Associate Editor for **Naval Research Logistics** 2018–Present
- Associate Editor for **Transportation Research Part E: Logistics and Transportation Review** 2019–Present
- Member of Editorial Review Board for **Production and Operations Management** 2013–Present
- Member of Editorial Advisory Board for **Transportation Research Part E: Logistics and Transportation Review** 2019–Present
- Ad-Hoc reviewer for **National Science Foundation, Management Science, Operations Research, Manufacturing & Service Operations Management, Naval Research Logistics, Decision Sciences, European Journal of Operational Research, Annals of Operations Research, International Journal of Production Economics, OMEGA, Applied Mathematical Modeling, Applied Mathematics and Computation, Transportation Research Part E: Logistics and Transportation Review, Journal of the Operational Research Society, Journal of Cleaner Production, OR Spectrum, International Journal of Internet Manufacturing and Services**
- Invited Session Chair of the Twelvth Annual International Conference of CSAMSE Jul/2019
- Invited Session Chair of the Eleventh Annual International Conference of CSAMSE Jul/2018
- Invited Session Chair of the Tenth Annual International Conference of CSAMSE Jul/2017
- Invited Session Co-Chair of POMS Annual Meeting May/2017
- Invited Session Chair of the Eighth POMS-HK International Conference Jan/2017
- External reviewer for Research Grant Council of the Hong Kong Government Sept/2016
- Invited Session Chair of the Ninth Annual International Conference of CSAMSE Jul/2016
- Member of the technical committee for Supply Chain and Internet Financing Annual Forum Jun/2016
- Invited Session Chair of INFORMS International Meeting Jun/2016
- Invited Session Chair of POMS Annual Meeting May/2016
- Invited Session Chair of INFORMS Annual Meeting Nov/2015
- Invited Session Chair of the Eighth Annual International Conference of CSAMSE Jul/2015
- Invited Session Chair of POMS Annual Meeting May/2013
- Invited Session Co-Chair of INFORMS Annual Meeting Nov/2011

UNIVERSITY SERVICE

- Director of MS Program in Business Analytics Winter 2020–Present
- Committee member for ULT (Undergraduate Leadership Team) Fall 2018–Winter 2020

- Committee member for new undergraduate minor in Business Analytics Winter 2017–Present
- Feasibility study for new undergraduate major/minor in Business Analytics/Supply Chain Management/Operations Management Fall 2014–Fall 2016
- OMIS department library liaison Spring 2014–Present
- Coordinator for the learning goal of “Analysis to drive decision making” for the undergraduate program Fall 2013–Present
- Business students advising (average 25-30 per year) Fall 2013–Present
- OMIS 108 Operations Management course coordinator Fall 2012–Present
- Redesigning Provost Webpages OMIS representative Spring 2015
- Faculty advisor for summer orientation Summer 2014 & 2017
- Leavey Research Seminar Series Committee Member 2012–2013

RELEVANT COURSEWORK

- **Operations Management:** Stochastic Models in Operations Research, Probability and Stochastic Process, Supply Chain Management, Stochastic Inventory Control, Deterministic Models in Operations Research, Discrete Optimization, Scheduling, Production Planning and Control, Logistics, Lean Six Sigma, Facilities Design, Doctoral Seminar in Operations Management, Computer Integrated Manufacturing
- **MBA:** Advanced Managerial Economics, Mathematical Finance, Financial Management, Risk Management, Strategic Management, Marketing Management, Financial Statement Analysis, Organization Behavior, Global Business, Information Technology Foundations
- **Methodology:** Game Theory, Econometrics, Optimal Control, Simulation, Design of Experiment, Data Analysis SAS & GAUSS, Doctoral Writing and Teaching Seminar
- **Probability & Statistics:** Probability Theory, Decision Theory and Bayesian Inference, Approaches to Statistical Inference
- **Mathematics:** Real Analysis, Functional Analysis

REFERENCES

Suresh P. Sethi (PhD Advisor)

Eugene McDermott Chair Professor of Operations Management
 Director, Center for Intelligence Supply Networks (C4iSN)
 Jindal School of Management
 The University of Texas at Dallas
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