

# Guangzhi Shang

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Supply Chain, Florida State University, Tallahassee, FL32306

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| EDUCATION         | <p>University of South Carolina, Columbia, SC<br/><i>PhD in Operations Management, 2014</i></p> <p>The Hong Kong Polytechnic University, Hong Kong<br/><i>BBA in Supply Chain Management with first class honor, 2010</i></p>  |
| EMPLOYMENT        | <p>09/2020 – Present<br/>Jim Moran Associate Professor of Business Administration</p> <p>09/2016 – 08/2020<br/>Dean’s Emerging Scholar and Assistant Professor, Department of Business Analytics, Information Systems, and Supply Chain, Florida State University</p> <p>08/2014 – 08/2016<br/>Assistant Professor, Department of Marketing, Florida State University</p>  |
| RESEARCH INTEREST | <p>Consumer Product Returns, Retail Operations, Service Labor Productivity, Cryptocurrency, Blockchain, Service Innovation</p>   |
| PUBLICATIONS      | <p>[1] Ilk, N., <b>Shang, G.</b>, Fan, S., and Zhao, L. J. (2021) Stability of Transaction Fees in Bitcoin: A Supply and Demand Perspective. <i>MIS Quarterly</i>, 45(2).<ul style="list-style-type: none"><li>Presented at: WITS 2018*, 2019*</li></ul></p> <p>[2] Ilk, N., <b>Shang, G.</b>, and Goes, P. (2020) Improving Customer Routing in Contact Centers: An Automated Triage Design Based on Text Analytics. <i>Journal of Operations Management</i>, 66(5).<ul style="list-style-type: none"><li><b>Finalist for JOM Best Paper Award 2020</b></li><li><b>Finalist for POMS Operational Excellence Best Paper Award 2020</b></li><li>Presented at: WITS 2017*, INFORMS Analytics 2018*, FSU Machine Learning Expo 2019*, Service Frontier 2019*</li></ul></p> <p>[3] <b>Shang, G.</b>, McKie, E.C., Ferguson, M.E., and Galbreth M.R. (2020) Using Transactions Data to Improve Consumer Returns Forecasting. <i>Journal of Operations Management</i>, 66(3).<ul style="list-style-type: none"><li>Presented at: CLSC Workshop 2013; INFORMS Analytics 2014*; POMS 2015, 2017, 2018*, 2019; INFORMS 2018, 2019</li></ul></p> |

- Invited Industry Talk: Consumer Returns Conference 2017; Home Depot Headquarters 2018

[4] **Shang, G.**, Ferguson, M.E., and Galbreth, M.R. (2018) Where Should I Focus My Return Reduction Efforts? Empirical Guidance for Retailers. *Decision Sciences*, 50(4).

- Presented at: INFORMS 2015; POMS 2016, 2017
- Invited Industry Talk: Consumer Returns Conference 2017; Home Depot Headquarters 2018

[5] Lu, G. and **Shang, G.**<sup>†</sup> (2017) Impact of Supply Base Structural Complexity on Financial Performance: Roles of Visible and Not-So-Visible Characteristics. *Journal of Operations Management*, 53-56.

- Presented at: POMS 2016\*, Renmin University 2018\*

[6] **Shang, G.**, Pekgun, P., Ferguson, M.E., and Galbreth M.R. (2017) How Much Do Online Consumers Really Value Free Returns? Evidence from eBay. *Journal of Operations Management*, 53-56.

- **Finalist for JOM Best Paper Award 2017**
- Presented at: CLSC Workshop 2013; MSOM 2014, 2016; POMS 2015, 2016, 2017, 2018; INFORMS 2015, DSI 2013
- Invited Industry Talk: Consumer Returns Conference 2013, 2015
- Media Coverage: [RL magazine March 2018 edition](#)

[7] **Shang, G.**, Ghosh, B.P., and Galbreth, M.R. (2017) Optimal Retail Return Policies with Wardrobing. *Production and Operations Management*, 26(7).

- **Finalist for POM Best Service Operations Paper Award 2019**
- Presented at: INFORMS 2011\*; POMS 2012\*, 2014, 2019\*

[8] Malhotra, M.K., Ahire, S.L., and **Shang, G.** (2017) Mitigating the Impact of Functional Dominance in Cross-Functional Process Improvement Teams. *Decision Sciences*, 48(1).

- Presented at: POMS 2014

[9] **Shang, G.**, Saladin, B.A., Fry, T.D., and Donohue, J.M. (2015) Twenty-six Years of Operations Management Research (1985-2010): Authorship Patterns and Research Constituents. *International Journal of Production Research*, 53(20).

[10] Saladin, B.A., **Shang, G.**, Fry, T.D., and Donohue, J.M. (2015) Research Constituents and Authorship Patterns in the Production and Operations Management Journal. *Production and Operations Management*, 24(4).

[11] Fry, T.D., Donohue, J.M., Saladin, B.A., and **Shang, G.** (2015) The Internationalization of Operations Management Research. *International Journal of Production Research*, 4857-4887

[12] Malhotra, M.K., Singhal, C., **Shang, G.**, and Ployhart, R.E. (2014) A Critical Evaluation of Alternative Methods and Paradigms for Conducting Mediation Analysis in Operations Management Research. *Journal of Operations Management*, 32(4).

- Presented at: POMS 2013\*

[13] Fry, T.D., Donohue, J.M., Saladin, B.A., and **Shang, G.** (2013) The Origins of Research and Patterns of Authorship in the International Journal of Production Research. *International Journal of Production Research*, 51(23-24).

[14] Ghosh, B.P., Galbreth, M.R., and **Shang, G.** (2013) The Competitive Impact of Targeted Television Advertisements Using DVR Technology. *Decision Sciences*, 44(5).

†Author names in alphabetical order

\*Presented by a coauthor

TEACHING

Florida State University

*Introduction to Operations Management (MBA)*

Spring 2015 two sessions, instructor performance: 4.3/5, 4.6/5

Spring 2016 one session, instructor performance: 4.0/5

Spring 2017 one session, instructor performance: 4.5/5

Spring 2018 one session, instructor performance: 4.4/5

*Consumer Demand Analytics; developed this entirely new course (undergraduate elective for business analytics minor program)*

Spring 2016 one session, instructor performance: 4.6/5

Fall 2016 one session, instructor performance: 4.2/5

Spring 2017 one session, instructor performance: 4.9/5

**Provost's teaching award at the university-level**

Spring 2018 one session, instructor performance: 4.5/5

Spring 2019 one session, instructor performance: 4.2/5

Fall 2019 one session, instructor performance: 3.5/5

Spring 2021 one session, instructor performance: blinded

*Forecasting, Revenue Management, & Pricing; developed this entirely new course (core course for business analytics master program)*

Fall 2018 one session, instructor performance: 4.5/5

Fall 2019 one session, instructor performance: 4.5/5

Fall 2020 one session, instructor performance: blinded

University of South Carolina

*Introduction to Operations Management (undergraduate)*

Summer I 2013, 44 enrolled, instructor performance: 4.4/5

Spring 2013, 42 enrolled, instructor performance: 3.3/5

SERVICE

Department Editor

Decision Sciences: Retail Operations Department (2020 - )  
Journal of Operations Management: Empirical Research Methods Department (2020 - ); hosts the annual methods Professional Development Workshop at AOM for JOM

Associate Editor

Decision Sciences (2017 - 2020)  
Number of reports: 2017(1), 2018(3), 2019(5), 2020(2)  
Journal of Operations Management (2018 - 2020)  
**Honorable mention for best AE award 2020**  
Number of reports: 2018(2), 2019(8), 2020(9), 2021(2)

Editorial Review Board

Journal of Operations Management (2016 - 2018)  
**Best reviewer award 2018**  
Number of reviews: 2016(2), 2017(7), 2018(5), 2019(1)  
IEEE Transactions on Engineering Management (2017 - )

Ad hoc Reviewer

Management Science  
Number of reviews: 2018(1), 2020(1)  
Manufacturing & Service Operations Management  
Number of reviews: 2015(2), 2016(1), 2017(2), 2018(2), 2019(2)  
Information Systems Research  
Number of reviews: 2020(1)  
Production and Operations Management  
**Nominated for the best reviewer award** by the Sustainable Operations Department 2017  
Number of reviews: 2014(1), 2015(2), 2016(2), 2017(5), 2018(4), 2019(7), 2020(4)  
Decision Sciences  
**Best reviewer award 2019**  
Number of reviews: 2012(2), 2013(2), 2016(1), 2017(4), 2018(4), 2019(2)  
Naval Research Logistics  
Number of reviews: 2019(2)  
IIE Transactions (formerly IIE Transactions)  
Number of reviews: 2019(2)

"View from Academia" Column in the [Reverse Logistics Magazine](#)

September 2020 (Edition 110): Technological Solutions to Reduce Online Returns: What Actually Works?  
May 2020 (Edition 108): What's Not Shown in a Showroom is Making a Big Difference  
January 2020 (Edition 106): Consumer Electronics Returns: Refurbish, or Dismantle for Parts?

October 2019 (Edition 104): Let your salespeople create a good vibe with the customer: Managing returns in high customer contact businesses  
September 2019 (Edition 103): Be Aware of Returns when Managing Mass Customization Products!  
August 2019 (Edition 102): The Role of Perceived Quality Risk in Pricing Remanufactured Products  
June 2019 (Edition 101): Optimizing the return window for online fashion retailers with closed-loop refurbishment  
March 2019 (Edition 99): Online Product Review: We Know It's A Sales Driver, But How About Returns?  
February 2019 (Edition 98): The Value of Fit Information in Online Retail: Evidence from a Randomized Field Experiment  
December 2018 (Edition 97): How do Consumers Choose Between Multiple Product Generations and Conditions?  
November 2018 (Edition 96): How does ship-to-store strategy affect omni-channel retailer's sales and returns?  
September 2018 (Edition 95): What Affects the Secondhand Value of Smartphones?  
August 2018 (Edition 94): How does product returns increase a customer's total relationship value?  
July 2018 (Edition 93): The Secrets of Managing In-store Product Exchanges  
June 2018 (Edition 92): How much do consumers really care about having a longer time window for returns? Findings from an experiment in online retail  
May 2018 (Edition 91): Does good management of operations really lead to higher profits? Findings from an experiment of implementing lean/six-sigma practices.  
April 2018 (Edition 90): Considerations when choosing between free versus equity-based return programs  
March 2018 (Edition 89): How much do online consumers really value free returns?

#### Award Judges

DSI 2017 Best Problem-Driven Analytical Research Paper Award

#### Session Chair

INFORMS 2013, 2015

DSI 2012, 2013

POMS 2016, 2017, 2018

#### Panelist

Post-Proposal Doctoral Consortium on DSI 2016

#### Dissertation Committee

Sidney Anderson (Marketing, FSU; placement: Texas State)

Ovunc Yilmaz (Operations Management, South Carolina; placement: Notre Dame)

Yi Liu (Information Systems, FSU)

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|  | <p>Department Hiring Committee, 2015, 2017, 2018<br/> Marketing PhD Comprehensive Exam Committee, 2016<br/> Faculty Award Committee, 2016, 2017</p> <p>Doctoral Student Association, Moore School of Business, University of South Carolina<br/> Vice President, 2013 - 2014</p>   |
| <p>INVITED TALKS<br/> AND WORKSHOPS</p>      | <p><u>Research Presentations</u></p> <p>University of Houston, Dec 2013<br/> Florida State University, Feb 2014<br/> National Taiwan University, July 2015<br/> National Chiao Tung University, July 2015<br/> Shanghai University of Finance and Economics, Aug 2015<br/> University of Arkansas, Mar 2016<br/> Shanghai Jiaotong University, Dec 2016<br/> Nottingham University Ningbo, Dec 2016<br/> The Hong Kong Polytechnic University, Sep 2017<br/> Texas A&amp;M University, Dec 2017<br/> University of South Carolina, Mar 2019<br/> Peking University HSBC Business School, Jun 2021<br/> University of Science and Technology of China, Jun 2021<br/> Renmin University, July 2021<br/> Xi'an Jiaotong University, July 2021</p> <p><u>R Workshops</u></p> <p>National Taiwan University, July 2015<br/> University of South Carolina, Oct 2015<br/> Florida State University, Nov 2015<br/> University of Arkansas, Mar 2016<br/> Sustainable Operations Mini-Conference at POMS, May 2016<br/> University of Maryland, April 2017</p> <p><u>Industry Talks</u></p> <p>Consumer Returns Conference, 2013, 2015, 2017, 2018<br/> Home Depot Headquarters, Apr 2018</p> |
| <p>HONORS,<br/> AWARDS &amp;<br/> GRANTS</p> | <p>W. Pierce Liles Outstanding Graduate Student, Moore School of Business, University of South Carolina, 2014</p> <p>Robert B. Bradley Library Research Grant, Florida State University, 2014</p> <p>First Year Assistant Professor Summer Grant, 2015</p> <p>POMS Emerging Scholar Program, 2015</p>  |

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Elwood S. Buffa Doctoral Dissertation Award Honorable Mention (2<sup>nd</sup> place), 2015

Junior Faculty Research Award by FSU College of Business, 2017 (one per year)

Nominated for Production and Operations Management Best Reviewer Award (Sustainable Operations Department), 2017

Journal of Operations Management Best Reviewer Award, 2018 (one per year)

Finalist for Journal of Operations Management Best Paper Award, 2018, 2020

Finalist for Production and Operations Management Best Service Operations Paper Published 2017-2018

Decision Sciences Outstanding Reviewer Award, 2019

Finalist for Production and Operations Management Society Operational Excellence Best Paper Award, 2020

Honorable Mention for Journal of Operations Management Best Associate Editor Award, 2020

Collaborative Collision: COVID-19 Seed Fund, 2020

- Media Coverage: [Tallahassee Democrats](#)