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Education

Stanford University, Stanford, CA. (9/1997 - 6/2004)

- Ph.D. Business - Operations, Information, and Technology, 2004.
- M.S. Statistics, 2001.
- M.S. Computer Science, 2000.
- B.A. Economics (Honors) with Distinction, 2000.
- B.S. Mathematics (Honors) with Distinction, 2000.

Academic Appointments

- University of Pennsylvania, The Wharton School.
Associate Professor, 7/2011 - present
- University of California, Berkeley, Haas School of Business.
Associate Professor, 7/2010 - 6/2011
Assistant Professor, 7/2004 - 6/2010

Research Interests

- Consumer behavior in operations management.
- Behavioral decision-making.
- Game theory and mechanism design.
- Health care and public policy.

Honors and Awards

- Distinguished Service Award, *Management Science*, 2009, 2010, 2011, 2012, 2013.
- Best Paper Award, Manufacturing and Service Operations Management Society, INFORMS, 2010.
- Best Paper Award, Behavioral Operations Section, INFORMS, 2009.
- NSF CAREER Award, 2008-2013.
Project: "Operations Management with Strategic Consumer Behavior." (\$484,505)
- Wickham Skinner Early Career Research Accomplishments Award, Production and Operations Management Society, 2008.
- Schwabacher Fellowship, Haas School of Business, UC Berkeley, 2008-2009.
- Meritorious Service Award, *Manufacturing and Service Operations Management*, 2007.

- UC Berkeley Committee on Research, Faculty Research Grant, 2007-2008.
- Junior Faculty Paper Competition, Honorable Mention, INFORMS, 2006.
- UC Berkeley Committee on Research, Junior Faculty Research Grant, 2004-2005, 2005-2006, 2006-2007.
- George E. Dantzig Dissertation Award, Honorable Mention, INFORMS, 2004.
- Doctoral Colloquium, INFORMS, 2003.
- George E. Nicholson Student Paper Competition, Honorable Mention, INFORMS, 2002.
- Robert K. Jaedicke Merit Fellowship, Graduate School of Business, Stanford University, 2002-2003.
- Seth Bonder Scholarship for Applied Operations Research in Health Services, INFORMS, 2002.

Research Papers

- Roels, G., X. Su. 2014. Optimal Design of Social Comparison Effects: Setting Reference Groups and Reference Points. *Management Science*. Forthcoming.
- Ho, T-H., X. Su, Y. Wu. 2014. Distributional and Peer-induced Fairness in Supply Chain Contract Design. *Production and Operations Management*. **23**(2): 161-175.
- Ho, T-H., X. Su. 2013. A Dynamic Level- k Model in Sequential Games. *Management Science*. **59**(2): 452-469.
- Chen, Y., X. Su, X. Zhao. 2012. Modeling Bounded Rationality in Capacity Allocation Games with the Quantal Response Equilibrium. *Management Science*. **58**(10): 1952-1962.
- Su, X. 2010. Intertemporal Pricing and Consumer Stockpiling. *Operations Research*. **58**(4): 1133-1147.
- Su, X. 2010. Optimal Pricing with Speculators and Strategic Consumers. *Management Science*. **56**(1): 25-40.
- Ho, T-H., X. Su. 2009. Peer-Induced Fairness in Games. *American Economic Review*. **99**(5): 2022-2049.
- Su, X. 2009. Consumer Returns Policies and Supply Chain Performance. *Manufacturing and Service Operations Management*. **11**(4): 595-612.
- Su, X. 2009. A Model of Consumer Inertia with Applications to Dynamic Pricing. *Production and Operations Management*. **18**(4): 365-380.
- Su, X., F. Zhang. 2009. On the Value of Commitment and Availability Guarantees When Selling to Strategic Consumers. *Management Science*. **55**(5): 713-726.
- Su, X., F. Zhang. 2008. Strategic Customer Behavior, Commitment, and Supply Chain Performance. *Management Science*. **54**(10): 1759-1773.
- Su, X. 2008. Bounded Rationality in Newsvendor Models. *Manufacturing and Service Operations Management*. **10**(4): 566-589.
- Su, X. 2007. Intertemporal Pricing with Strategic Customer Behavior. *Management Science*. **53**(5): 726-741.
- Shen, Z.J.M., X. Su. 2007. Customer Behavior Modeling in Revenue Management and Auctions: A Review and New Research Directions. *Production and Operations Management*. **16**(6): 713-728.

- Su, X., S.A. Zenios. 2006. Recipient Choice Can Address the Efficiency-Equity Trade-Off in Kidney Transplantation: A Mechanism Design Model. *Management Science*. **52**(11) 1647-1660.
- Su, X., S.A. Zenios. 2005. Patient Choice in Kidney Allocation: A Sequential Stochastic Assignment Model. *Operations Research*. **53**(3) 443-455.
- Su, X., S.A. Zenios. 2004. Patient Choice in Kidney Allocation: The Role of the Queueing Discipline. *Manufacturing and Service Operations Management*. **6**(4) 280-301.
- Su, X., S.A. Zenios, G.M. Chertow. 2004. Incorporating Recipient Choice in Kidney Transplantation. *Journal of the American Society of Nephrology*. **15**(6) 1656-63.
- Su, X., S.A. Zenios, H. Chakkerla, E.L. Milford, G.M. Chertow. 2004. Diminishing Significance of Immunologic Risk Factors in Kidney Transplantation. *American Journal of Transplantation*. **4**(9) 1501-8.

Book Chapters

- Su, X., F. Zhang. 2009. Strategic Customer Behavior and the Benefit of Decentralization. *Operations Management Models with Consumer-Driven Demand*. (ed. S. Netessine and C.S. Tang.) Springer Publishing Company.
- Ho, T-H., X. Su. 2009. Strategic Pricing Response and Optimization in Operations Management. *Handbook of Pricing Research in Marketing*. (ed. Vithala R. Rao.) Edward Elgar Publishing Company.

Invited Research Seminars

- 2014** Georgia Institute of Technology, Scheller College of Management
University of Toronto, Rotman School of Business
- 2013** Georgetown University, McDonough School of Business
Northwestern University, Kellogg School of Management
University of Chicago, Booth School of Business
University of Pittsburgh, Katz School of Business
- 2012** Columbia University, Graduate School of Business
MIT, Sloan School of Management
Pennsylvania State University, Smeal College of Business
Rutgers University, Rutgers Business School
University of Michigan, Ross School of Business
University of Southern California, Marshall School of Business
- 2011** Cornell University, Johnson School of Management
New York University, Stern School of Business
University of Minnesota, Carlson School of Management
University of Minnesota, Industrial and Systems Engineering Department
- 2010** London Business School
Southern Methodist University, Cox School of Business
Stanford University, Graduate School of Business

- University of North Carolina, Chapel Hill, Kenan-Flagler Business School
 University of Texas, Austin, McCombs School of Business
- 2009** Hong Kong University of Science and Technology, Business School
 McGill University, Desautels Faculty of Management
 Queen's University, School of Business
 University of British Columbia, Sauder School of Business
 University of California, Los Angeles, Anderson School of Management
 University of Pennsylvania, The Wharton School
- 2008** Duke University, Fuqua School of Business
 INSEAD, School of Business
 University of California, San Diego, Rady School of Management
 University of Maryland, Smith School of Business
 University of Virginia, Darden School of Business
 University of Washington, Seattle, Foster School of Business
- 2007** Columbia University, Graduate School of Business
 New York University, Stern School of Business
 Northwestern University, Kellogg School of Management
- 2006** Stanford University, Graduate School of Business
 University of California, Berkeley, Haas Marketing Group
 University of California, Irvine, Paul Merage School of Business
 University of Southern California, Marshall School of Business
- 2005** University of California, Berkeley, Industrial Engineering Operations Research
- 2004** Columbia University, Graduate School of Business
 New York University, Stern School of Business
 Northwestern University, Kellogg School of Management
 Purdue University, Krannert School of Management
 University of California, Berkeley, Haas School of Business
 University of California, Santa Cruz, Baskin School of Engineering
 University of Pennsylvania, The Wharton School

Teaching

Wharton:

OPIM 290 - Decision Processes. Undergraduate Elective. 2013.

OPIM 611 - Operations Management. MBA Core Course. 2011-2013.

OPIM 940 - Operations Management. PhD Core Course. 2011-2013.

Haas:

EW MBA 204 - Operations Management. MBA Core Course. 2007-2010.

UGBA 143 - Game Theory & Business Decisions. Undergraduate Elective. 2005-2010.

Doctoral Supervision

Dissertation committee member for:

Necati Tereyagolu, 2012
Selina Wenbo Cai, 2012
Gemma Berenguer-Falguera, 2012
Huanhuan Daphne Qi, 2011
Justin Sepehr Azadivar, 2010
Maria Mayorga, 2006
Onur Kaya, 2006

Service

- Ph.D. Coordinator, OPIM Department, The Wharton School, 2013.
- Ph.D. Admissions Committee, OPIM Department, The Wharton School, 2011, 2012, 2013.
- OPIM 611 MBA Core Course Coordinator, The Wharton School, 2012, 2013.
- Undergraduate Program Committee, Haas School of Business, 2005-2006, 2008-2009, 2009-2010.

Professional Activities

- Associate Editor, *Management Science*, 2009 - present.
- Associate Editor, *Operations Research*, 2009 - present.
- Associate Editor, *Manufacturing and Service Operations Management*, 2008 - present.
- Senior Editor, *Production and Operations Management*, 2009 - present.
- Reviewer for *Management Science*, *Operations Research*, *Manufacturing and Service Operations Management*, *Production and Operations Management*, *Marketing Science*, *American Economic Review*, *Econometrica*, *Journal of Economics and Management Strategy*, *Economic Inquiry*, *Journal of Economic Dynamics and Control*, *California Management Review*, *Naval Research Logistics*, *Information Systems Research*.
- Panelist and Reviewer for National Science Foundation.
- Reviewer for Israel Science Foundation, Research Grants Council of Hong Kong.
- Cluster Chair for Supply Chain SIG, INFORMS Annual Meeting, 2014.
- Cluster Chair for POMS Annual Conference, 2012.
- Committee Member, Nicholson Student Paper Competition, INFORMS, 2009-2011.
- Committee Member, Wickham Skinner Research Award, 2009.
- Judge, POMS Student Paper Competition, 2009.
- Cluster Chair for Manufacturing & Services Operations Management (25 Sessions), INFORMS Annual Meeting, 2007.
- Session Chair, INFORMS Annual Meeting, 2005, 2006, 2007, 2008, 2009, 2010, 2011, 2012.
- Doctoral Colloquium Panel Member, INFORMS Annual Meeting, 2006.
- Judge, M&SOM Student Paper Competition, 2005, 2006, 2007, 2008, 2009, 2010, 2011, 2012.
- Reviewer, M&SOM Conference, 2006, 2008, 2009, 2010, 2011, 2012.
- Council Member, Health Applications Section, INFORMS, 9/2002-12/2005.