Tao LU

CONTACT INFORMATION

OPIM Dept. School of Business, University of Connecticut
2100 Hillside Road, U1041, Storrs, CT 06269

Tel.: +1 860-486-8348
E-mail: tao.lu@uconn.edu

ACADEMIC APPOINTMENTS

School of Business, University of Connecticut
Department of Operations and Information Management

Academic Director for MS program in Supply Chain Management, 2025 - present

Associate Professor, 2024 - present

Assistant Professor, 2020 - 2024

Rotterdam School of Management, Erasmus University
Department of Technology and Operations Management

Assistant Professor, 2016 - 2020

EDUCATION

Hong Kong University of Science and Technology
Ph.D., Industrial Engineering and Logistics Management, 2016

M.Phil., Industrial Engineering and Logistics Management, 2013

Beijing Jiaotong University
BBA., Management Science and Engineering, 2011

VISITING APPOINTMENTS

Visiting Assistant Professor. Tuck School of Business, Dartmouth College, USA, May - Jun 2018
Visiting Student. Eindhoven University of Technology, Netherlands, Sept - Oct 2015
Visiting Student. National University of Singapore Business School, Singapore, Aug - Oct 2014

RESEARCH INTERESTS

Contexts: supply chain management, socially responsible and sustainable operations, transport logistics, gig economy platforms,

Methodologies: analytical modeling, game theory, information economics, optimization under uncertainty

PUBLICATIONS

†: student coauthor; ‡: doctoral advisor.

Tao Lu. Shipment monitoring, allocation and the impact on food waste. *Management Science*. Forthcoming.

Tao Lu and Brian Tomlin. 2026. Credible cheap-talk communication of private demand information on both the forecast average and accuracy. *Management Science* 72(2): 989-1006.

X. Lin†, **Tao Lu**, X. Wang and G. Kou. 2025. Mergers between on-demand service platforms: The impact on consumer surplus and labor welfare. *Information Systems Research* 36(3): 1612-1630.

Tao Lu. 2024. Can a supplier's yield risk be truthfully communicated via cheap talk? *Manufacturing & Service Operations Management* 26(6):2179-2193.

Tao Lu and Brian Tomlin. 2023. Forewarned is forearmed? Contingent sourcing, shipment information and supplier competition. *Manufacturing & Service Operations Management* 25(5): 1796-1813.

Tao Lu, Zhichao Zheng and Yuanguang Zhong. 2023. Maximizing the benefits of an on-demand

workforce: Fill rated-based allocation and coordination mechanisms. *Manufacturing & Service Operations Management* 25 (6), 2216-2232.

Tao Lu and Brian Tomlin. 2022. Sourcing from a self-reporting supplier: Strategic communication of social responsibility in a supply chain. *Manufacturing & Service Operations Management* 24(2): 902-920.

Alberto Giudici[†], **Tao Lu**, Clemens Thielen and Rob Zuidwijk. 2021. An analysis of the stability of hinterland container transport cooperation. *Transportation Science* 55(5): 1170-1186.

Tao Lu, Ying-Ju Chen, Jan C. Fransoo and Chung-Yee Lee[‡]. 2020. Shipping to heterogeneous customers with competing carriers. *Manufacturing & Service Operations Management* 22(4): 850-867.

Tao Lu, Chung-Yee Lee[‡] and Loo-Hay Lee. 2020. Coordinating pricing and empty container repositioning in two-depot systems. *Transportation Science* 54(6): 1697-1713.

Tao Lu, Ying-Ju Chen, Brian Tomlin and Yimin Wang. 2019. Selling co-products through a distributor: The impact on product line design. *Production and Operations Management* 28(4): 1010-1032.

Tao Lu, Jan C. Fransoo and Chung-Yee Lee[‡]. 2017. Carrier portfolio management for shipping seasonal products. *Operations Research* 65(5): 1250-1266.

Yang Tong[†], **Tao Lu**, Yina Li, Fei Ye. 2023. Encroachment by a better-informed manufacturer. *European Journal of Operational Research* 305(3): 1113-1129.

Chung-Yee Lee[‡] and **Tao Lu**. 2015. Inventory competition with yield reliability improvement. *Naval Research Logistics* 62(2): 107-126.

Papers Under Review/Revision

Augmenting the operations manager with a prediction machine (with B. Tomlin)

Adoption of agricultural technology: yield prediction, cost reduction and (unintended) welfare implications (with W. Zheng and Z. Jiang)

The value of negative self-disclosure in supply chain social responsibility (with Y. Tong, S. Chen)

"We pay living wages": operational and welfare implications of social responsibility pledges in a supply chain (with L. Lu, Y. Wang and R. Boghrati)

How to balance cost-efficiency and environmental compliance for liners (with D. Zhuge et al.)

The payment term paradox: A theory of credible communication in supply chain finance (with T. Li, F. Xu and J. Luo)

Does voluntary certification promote sustainability investment? (with Yurong Liang and Bin Dai)

Persuading the supplier with imperfect forecast capability (with Yue Feng)

Honors and Awards

Management Science Distinguished Service Award, 2024, 2025
Manufacturing & Service Operations Management Meritorious Service Award, 2024, 2025
European Journal of Operational Research Editors' Award for Excellence in Reviewing, 2022
Erasmus Research Institute of Management (ERIM) High Performance Member, 2020

Best Supply Chain Management core course, Rotterdam School of Management in 2017-2018
Overseas Research Award, HKUST, Hong Kong, P.R. China, 2014
Best Student Paper Award (**only one paper selected**), the Logistics and Maritime Systems (LOGMS) Conference, Singapore, 2013
Meritorious Winner in Mathematical Contest in Modeling (MCM), USA, 2010
National Scholarship, P.R. China, 2009 and 2010

Scholarly Services

Associate Editor for *Management Science*, 2025 - present

Associate Editor for *Service Science*, 2024 - present

Judging Committee for MSOM Society Award for Responsible Research in Operations Management, 2025

Judge for POMS College of SCM Best Student Paper Competition, 2026

Ad-hoc Referee: *Management Science, Manufacturing & Service Operations Management, Operations Research, Information Systems Research, Production and Operations Management, INFORMS Journal on Computing, Transportation Science, Decision Sciences, European Journal of Operational Research, IISE Transactions, International Journal of Production Economics, Naval Research Logistics, Omega, Operations Research Letters, Transportation Research Part B, Transportation Research Part E,* among many other journals.

Conference Cluster/Track Co-Chair:
MSOM/Supply Chain Cluster, INFORMS Annual Meeting, Seattle, WA, USA, 2024
Supply Chain Management Track, POMS Annual Conference, Minneapolis, MN, USA, 2024

Conference Session Chair:
INFORMS Annual Meeting, San Francisco, CA, USA, 2026
POMS Annual Conference, Reno, NV, USA, 2026
INFORMS Annual Meeting, Atlanta, GA, USA, 2025
POMS Annual Conference, Atlanta, GA, USA, 2025
POMS Annual Conference, Orlando, FL, USA, 2023
INFORMS Annual Meeting, Indianapolis, IN, USA, 2022
INFORMS Annual Meeting, Houston, TX, USA, 2017
LOGMS Conference, Hong Kong SAR, China, 2015
LOGMS Conference, Singapore, 2013

Conference Program Committee:
The 2019 LOGMS Conference, Singapore

Invited Talks at Institutions

Naveen Jindal School of Management, University of Texas at Dallas, Sep 2026
Zicklin School of Business, Baruch College CUNY, Sep 2026
Bauer College of Business University of Houston, Apr 2026
School of Management, Shanghai University, Jan 2026
School of Management, Huazhong University of Science and Technology, Jan 2026
Economics and Management School, Wuhan University, Jan 2026
College of Management, Shenzhen University, Jan 2026
Southern University of Science and Technology, Jan 2026
European School of Management and Technology (ESMT) Berlin, Jul 2025
University of Exeter Business School, UK, Jun 2025
University of California Riverside, May 2025
Gies College of Business, University of Illinois Urbana-Champaign (SCM conference), Mar 2025

School of Management, Fudan University, Jan 2025
Antai College of Economics and Management, Shanghai Jiao Tong Universy, Jan 2025
University of Science and Technology of China, Jan 2025
Renmin University of China, Dec 2024
Tongji University, March 2024 (online)
School of Economics and Management, Tilburg University, Netherlands, Nov. 2022
Erasmus University Rotterdam, Netherlands, Nov. 2022
University of Connecticut School of Business, Feb. 2020
Faculty of Economics and Business, University of Groningen, Netherlands, Oct. 2019
Lingnan College, Sun Yat-Sen University, Dec. 2018
South China University of Technology, Dec. 2018
University of Cologne, Germany, Nov. 2018
Kühne Logistics University, Germany, Nov. 2018
Rotterdam School of Management, Erasmus University, Netherlands, Oct. 2015
Eindhoven University of Technology, Netherlands, Oct. 2015

Conference Presentations

"We pay living wages": Operational and welfare implications of social responsibility pledges in a supply chain
POMS Annual Conference, Reno, NV, May 2026

Augmenting the operations manager with a prediction machine
POMS Annual Conference, Reno, NV, May 2026
POMS Hong Kong Conference, Shenzhen, Jan 2026
POMS Annual Conference, Atlanta, GA, May 2025

The value of negative self-disclosure in supply chain social responsibility
INFORMS Annual Meeting, Seattle, WA, Oct 2024

Shipment monitoring, allocation and the impact on food waste
Food Waste Reduction Workshop, Technical University of Munich Campus Straubing, Germany, Sep 2024
POMS International Conference, Istanbul, Turkey, Jun 2024
INFORMS Annual Meeting, Phoenix, AZ, Oct 2023
MSOM SIG Conference, Montreal, Canada, Jun 2023
POMS Annual Conference, Orlando, FL, USA, May 2023
INFORMS Annual Meeting, Indianapolis, IN, USA, Oct 2022

IoT-enabled supply monitoring, Dual sourcing and supplier competition
INFORMS Annual Meeting, Anaheim, CA, USA, Oct 2021

Consumer profiling with inventory rationing
POMS Annual Conference, Orlando, FL, USA, 2023
The 13th Conference of the Chinese Scholars Association for Management Science and Engineering, Shanghai, China, July 2021 (virtual)

Sourcing from a self-reporting supplier: strategic communication of social responsibility in a supply chain
INFORMS Annual Meeting, Seattle, WA, USA, Oct 2019

Mergers of on-demand service platforms: The impact on consumer surplus and labor welfare
MSOM Conference, Montreal, Canada, Jun 2023
INFORMS Annual Meeting, Seattle, WA, USA, Oct 2019
MSOM Conference, Singapore, July 2019
INFORMS International Conference, Cancun, Mexico, Jun. 2019

POMS-HK International Conference, Hong Kong, China, Jan. 2019

Selling co-products through a distributor: The Impact on product line design
POMS International Conference, Sydney, Australia, Dec. 2017.

Shipping to heterogeneous customers with competing carriers
INFORMS International Conference, Taipei, China, Jun. 2018
INFORMS Annual Meeting, Houston, TX, USA, Oct. 2017
POMS International Conference, Tel Aviv, Israel, Jun. 2017.
INFORMS Annual Meeting, Nashville, TN, USA, Nov. 2016

Coordinating pricing and empty container repositioning: An analysis of two-depot systems
INFORMS Annual Meeting, Philadelphia, USA, Nov. 2015
LOGMS Conference, Hong Kong SAR, China, Aug. 2015

Carrier portfolio management for shipping seasonal products
INFORMS Annual Meeting, San Francisco, USA, Nov. 2014
POMS International Conference, Sinapore, Jul. 2014
POMS-HK International Conference, Hong Kong, China, Jan. 2014
LOGMS Conference, Singapore, Sep. 2013

In Media

Apartment developers, homebuilders feel global supply chain pains, but 'good' projects still move forward. *Hartford Business Journal*, Jan 31, 2022

Fact check: Cargo backlog due to supply chain snags, not executive order. *USA Today*, Oct 27, 2021

Stores struggle to fill shelves. *WFSB TV Channel 3*, Oct 18, 2021

Supply Chain Disruptions Create Shortages of Goods Just in Time for the Holidays. *UConn Today*, Oct 12, 2021

Vaccine logistics: The 'challenging task' of delivering billions of doses. *CT Post*. Nov 19, 2020

Teaching Experiences

School of Business, University of Connecticut OPIM 5111 - Supply Chain Analytics, Spring 2021 - present
- A new course developed by myself, offered to MBA and MSBAPM students.
- The course combines prescriptive analytics and supply chain management concepts, taught with case- and simulation-based methods. OPIM 3301 (previously OPIM 3803) - Spreadsheet Modeling, Spring 2022 - present OPIM 5641 - Business Decision Modeling, Spring 2021

Rotterdam School of Management, Erasmus University

Executive MBA core: Business Analytics and Decision Making, Spring 2020

MSc in Supply Chain Management core: Operations Research Methods
Fall 2016, Fall 2017, Fall 2018, Fall 2019

MSc in Supply Chain Management core: Managing the Supply Chain
Fall 2016, Fall 2017, Fall 2018, Fall 2019
- Awarded as the Best Supply Chain Management Core course at Rotterdam School of Management in 2018

Supply Chain Management Master Thesis
- Supervisor/co-reader for individual master thesis projects, 2016 - 2019
- Around 12 projects each year, including company-based projects with APM terminal, Heineken,

Maersk, Mainfreight, PostNL, Samsung, etc.

Department and School Services

School of Business, University of Connecticut

Services to the Department of Operations and Information Management:

Academic Director, Master of Science program in Supply Chain Management, 2025 - present
Coordinator, Development of the Master of Science program in Supply Chain Management, 2024 - 2025
Management and Engineering for Manufacturing (MEM) Program Committee, 2021 - present
Preparing and Grading PhD Qualifying Exam, 2021 - present
Faculty Hiring Committee, 2022 - 2023
PhD Qualifying Paper Committee, 2022 - 2023
PhD Recruiting Committee, 2021 - 2023
Task force for the design of supply chain concentrations for graduate programs, 2021 - 2022
Judge for Travelers Analytics Case Competition, March 2023
Judge for MEM Senior Design Day, Apr 2022
Judge for Unilever Supply Chain Case Competition, Oct 2021

School- and University-Level Services:

Business and Society Committee, 2021 - present
Faculty video project for UConn Business School PhD program, September 2023
Faculty Moderator for UConn Alumni 1881 Series: What's on Tap - Supply & Demand - How Breweries are Keeping the Beer Flowing, Nov, 2022

Rotterdam School of Management, Erasmus University

Services to the Department of Technology and Operations Management:

Seminar Coordinator, 2018 - 2020
Faculty Hiring Committee, 2019 - 2020