

Xun (Bruce) Tong, PhD

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EDUCATION

Ph.D. in Operations Management ¹ : The Hong Kong Polytechnic University	2013~2017
Bachelor of Industrial Engineering ² : Pusan National University	2009~ 2013
Bachelor of Global Studies (double degree): Pusan National University	2010~ 2013

ACADEMIC POSITIONS

University of Groningen (Netherlands) Associate Professor (with tenure) Assistant Professor	2022~Present 2017~ 2022
University of Minnesota (U.S.) Visiting PhD scholar	May-Dec 2016
Institute of Logistics Innovation and Networking (South Korea) Full-time research associate	Mar-Aug 2013

RESEARCH

Interests

Topics: Operations and supply chain management: Environmental sustainability, safety, supply network, crowdfunding, leadership

Method: Econometrics

Selected publications

- 1) Fu, W., Shang, G., & **Tong, X.** (2024). Budget Disclosure in Crowdfunding: Information Asymmetry and Cost Transparency. *Manufacturing & Service Operations Management*. (**UTD24, FT 50**).
- 2) **Tong, X.**, Linderman, K., & Zhu, Q. (2023). Managing a portfolio of environmental projects: Focus, balance, and environmental management capabilities. *Journal of Operations Management* (**UTD24, FT 50**), 69 (1), 127-158. Best Paper Finalist, OSCM Division, 79th Annual Meeting of Academy of Management (AOM)– Boston, MA, USA (2019)
- 3) **Tong, X.**, Lai, K. H., Lo, C. K., & Cheng, T. C. E. (2022). Supply chain security certification and operational performance: The role of upstream complexity. *International Journal of Production Economics*, 108433.
- 4) **Tong, X.**, Linderman, WK, Lo, CKY, Lai, KH, Cheng, T.C.E. (2022). Anti-learning behavior towards safety risk: The roles of internal context and social contagion. *Decision Sciences*. (Finalists for the Best Paper award at the Decision Science Annual Meeting in Atlanta, November 2023).
- 5) Guo, F., Bo, Q., **Tong, X.**, & Zhang, X. (2020). A paradoxical view of speed and quality on operational outcome: An empirical investigation of innovation in high-tech small and medium-sized enterprises. *International Journal of Production Economics*, 107780.

¹ Master and PhD integrated program

² Recipient of a full Korean government scholarship, obtained two bachelor's degrees and graduated with an average grade of 94 out of 100 for all coursework, ranking 1st among 41 graduates.

- 6) Liu, J., Hu, H., **Tong, X.**, & Zhu, Q. (2020). Behavioral and technical perspectives of green supply chain management practices: Empirical evidence from an emerging market. *Transportation Research Part E: Logistics and Transportation Review*, 140, 102013.
- 7) Feng, Y., **Tong, X.**, & Zhu, Q. (2020). The market value of sustainable practices in the luxury industry: An identity mismatch and institutional theoretical perspective. *Transportation Research Part E: Logistics and Transportation Review*, 137, 101919.
- 8) **Tong, X.**, Chen, J., Zhu, Q., & Cheng, T. C. E. (2018). Technical assistance, inspection regime, and corporate social responsibility performance: A behavioural perspective. *International Journal of Production Economics*, 206, 59-69.
- 9) **Tong, X.**, Lai, K. H., Zhu, Q., Zhao, S., Chen, J., & Cheng, T. C. E. (2018). Multinational enterprise buyers' choices for extending corporate social responsibility practices to suppliers in emerging countries: A multi-method study. *Journal of Operations Management* (**UTD24, FT 50**), 63, 25-43.

Selected working papers

- 1) **Tong, X.**, Wang, S., Linderman, K. Title redacted. Under 3rd round review at *Journal of Operations Management*.
- 2) **Tong, X.**, Wilhelm, M., Wang, S. Title redacted. Under a *minor* revision at *Journal of Supply Chain Management*.
- 3) Fan, D., Xiao, C.Y., **Tong, X.**, Yan, S., Cheng, T.C.E. Title redacted. *Conditionally accepted* by *Business & Society*.

SERVICE

- 1) Associate Editor of *Journal of Operations Management*: 2023- present
- 2) Associate Editor of *OMEGA (The International Journal of Management Science)*: 2025-present
- 3) Editorial Review Board member of *Journal of Operations Management*: 2020-2023.
- 4) Ad hoc reviewers for other journal outlets:
Manufacturing & Service Operations Management; Omega; International Journal of Production Economics ; Transportation Research Part E: Logistics and Transportation Review, etc.
- 5) Department research seminar coordinator at Department of Operations, FEB, University of Groningen

TEACHING

Qualifications

University Teaching Qualification (170 hours, University of Groningen), 2019
 University Teaching skills (66 hours, University of Groningen), 2019

MSc Courses

Research methods for SCM (2017-present)
 Strategic SCM (2023-present)
 Supply chain coordination (scheduled)

Bachelor course

Operations and Logistics Management (2017-present)

Master thesis supervision

12 per year (2017-present)

INVITED PRESENTATIONS

- 1) University of Groningen (2017)

X. Tong (Jan, 2025)

- 2) Renmin University of China (2018)
- 3) Tilburg University (2022)
- 4) Maastricht University (2022)
- 5) Liverpool University (2022)
- 6) Tianjin University (2023, online)
- 7) The Hong Kong Polytechnic University (2024)
- 8) Shanghai Jiaotong University (2024)
- 9) Zhejiang University (2024)
- 10) Nankai University (2024)

FUNDING (External competitive grant)

1) Dutch Research Council (NWO) Open Competition (2024)

Amount: €50,000

Type: Individual Grant

Role: Principal Investigator (PI)

Project Title: *Uncovering Female Entrepreneurs' Success in Male-Dominated Crowdfunding Sector*

2) National Natural Science Foundation of China (2024)

Amount: CN¥ 420,000 (approximately € 53,328)

Role: Participant

Project Title: *Research on the Restructuring of Global Supply Chains: An ESG Perspective*