

## Xun (Bruce) Tong, PhD

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### EDUCATION

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

### ACADEMIC POSITIONS

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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

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#### 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.** Budget Disclosure in Crowdfunding: Information Asymmetry and Cost Transparency. *Manufacturing & Service Operations Management* (accepted).
- 2) **Tong, X.**, Linderman, K., & Zhu, Q. (2023). Managing a portfolio of environmental projects: Focus, balance, and environmental management capabilities. *Journal of Operations Management*, 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.

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<sup>1</sup> Master and PhD integrated program

<sup>2</sup> 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 1<sup>st</sup> 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*, 63, 25-43.

### Selected working papers

- 1) **Tong, X.**, Wang, S., Linderman, K. Title redacted. 3<sup>rd</sup> round R&R at *Journal of Operations Management*.
- 2) **Tong, X.**, Wilhelm, M., Wang, S. Title redacted. 2<sup>nd</sup> round R&R at *Journal of Supply Chain Management*.
- 3) Fan, D., Xiao, C.Y., **Tong, X.**, Yan, S., Cheng, T.C.E. Title redacted. 4<sup>th</sup> round R&R at *Business & Society*.

### SERVICE

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- 1) Associate Editor of *Journal of Operations Management*: 2023- Now
- 2) Editorial Review Board member of *Journal of Operations Management*: 2020-2023.
- 3) 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.
- 4) Department research seminar coordinator at Department of Operations, FEB, University of Groningen

### TEACHING

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#### 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

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- 1) University of Groningen (2017)
- 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)

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### **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*