

## Dr. Xun (Bruce) Tong

Faculty of Economics and Business, University of Groningen,  
Duisenberg Building 660, Nettelbosje 2, 9747 AE,  
Zernike Campus, Groningen, Netherlands  
[x.tong@rug.nl](mailto:x.tong@rug.nl)

### EDUCATION

---

The Hong Kong Polytechnic University, Ph.D. in Operations Management<sup>1</sup> 2013~2017  
Pusan National University, bachelor of Industrial Engineering and bachelor of Global Studies<sup>2</sup> 2009~ 2013

### ACADEMIC POSITIONS

---

University of Groningen (Netherlands)  
Associate Professor (with tenure) 2022~Present  
Assistant Professor 2017~ 2022

University of Minnesota (U.S.) May-Dec 2016  
Visiting PhD scholar

Institute of Logistics Innovation and Networking (South Korea) Mar-Aug 2013  
Full-time research associate

### RESEARCH

---

#### Interests

Operations and supply chain management:

Environmental sustainability, safety, supply network, crowdfunding, leadership

#### Selected publications

- 1) **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)
- 2) **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.
- 3) **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).
- 4) 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.
- 5) 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.

---

<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) 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.
- 7) **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.
- 8) **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) Fu, W., Shang, G.Z., **Tong, X.** Title redacted. Invited for a third round review at *Manufacturing & Service Operations Management*.
- 2) **Tong, X.**, Wang, S., Linderman, K. Title redacted. Under second round review at *Journal of Operations Management*.
- 3) **Tong, X.**, Wilhelm, M., Wang, S. Title redacted. Invited for a second round review at *Journal of Supply Chain Management*.
- 4) Fan, D., Xiao, C.Y., **Tong, X.**, Yan, S., Cheng, T.C.E. Title redacted. Invited for a third round review at *Business & Society*.

### **SERVICE**

---

- 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*  
*International Journal of Production Economics*  
*Transportation Research Part E: Logistics and Transportation Review*, etc.

### **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 (June 16, 2024)

- 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)

---

### **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"