Fasheng Xu

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(CV Updated: October, 2026)

Academic Position

University of Connecticut, School of Business — Stamford, CT
- Associate Professor of Operations and Information Management (with Tenure) — 08/2026 - Present
- Assistant Professor of Operations and Information Management — 08/2023 - 08/2026

Syracuse University, Whitman School of Management — Syracuse, NY
- Assistant Professor of Supply Chain Management — 08/2019 - 08/2023

Education

Washington University in St. Louis, Olin Business School — St. Louis, MO
- Ph.D. in Operations Management — 08/2013 - 08/2019

Shanghai Jiao Tong University — Shanghai, China
- B.S. in Industrial Engineering and Operations Research — 09/2009 - 07/2013

Research Interests

Generative AI: Economics of GenAI, Organizational Adoption, AI Agents, Agentic Commerce, AI Supply Chain
Blockchain & Crypto: Smart Contracts, Asset Tokenization, Crypto Markets, Web3, DAOs, DeFi
Supply Chain Finance: Reverse Factoring, Trade Finance, Deep-Tier SCF, Sustainable SCF
FinTech: FinTech Lending, Open Banking, Social Trading, Market Microstructure
Data Economics: GDPR, Consumer Privacy, Differential Privacy, Data Markets
Digital Platforms: Crowdfunding, Livestream Commerce, Online Influencer, Creator Economy

Journal Publications

Note: Author names are presented in alphabetical order unless otherwise noted. * indicates student coauthors at the time of the research.

8. Innovation Against Imitation: How to Compete with Crowdfunding Copycats?
   - with Zepeng Chen, Xiaomeng Guo, Guang Xiao
   - **Manufacturing & Service Operations Management** (2026)
     - Accepted for 2023 MSOM iFORM SIG Conference

7. Retailing Strategies of Imperfect Produce and the Battle Against Food Waste
   - with Burak Kazaz, Haoran Yu*
   - **Manufacturing & Service Operations Management** (2025)

6. Consumer Privacy in Online Retail Supply Chains
   - with Xiaoyu Wang*, Fuqiang Zhang
   - **Management Science** (2025)
     - 2024-2025 Best Paper Award (Runner-up), UConn School of Business

5. Token Sales Design under Network Effect
   - with Zhao Liu*, Xiaoqiang Cai, Lianmin Zhang
   - **Naval Research Logistics** (2024)

4. The Value of Smart Contract in Trade Finance
   - with Xiaoyu Wang*
   - **Manufacturing & Service Operations Management** (2023)
     - Honorable Mention, 2022 POMS College of SCM Best Student Paper Competition (Xiaoyu Wang)
     - Finalist, 2021 INFORMS Junior Faculty Interest Group (JFIG) Paper Competition
     - Accepted for 2021 MSOM iFORM SIG Conference

3. Blockchain-Enabled Deep-Tier Supply Chain Finance
   - with Lingxiu Dong, Yunzhe Qiu*
   - **Manufacturing & Service Operations Management** (2023)
     - Winner, 2026 MSOM iFORM SIG Best Paper Award Competition
     - Finalist, 2021 INFORMS Section on Finance Best Student Paper Competition (Yunzhe Qiu)
     - Accepted for 2021 MSOM iFORM SIG Conference

2. Impact of Traceability Technology Adoption in Food Supply Chain Networks
   - with Lingxiu Dong, Puping (Phil) Jiang*
   - **Management Science** (2023)
     - Winner, 2020 POMS PITM Best Student Paper Competition (Puping Jiang)

1. A Supply Chain Theory of Factoring and Reverse Factoring
   - with Panos Kouvelis
   - **Management Science** (2021)
     - Finalist, 2022 MSOM iFORM SIG Best Paper Award Competition

Books

2. The Financial Logic of Supply Chains: Cash, Credit, and Risk Across Firms (Draft, 2026)
   - Textbook for MBA and graduate students; sample pages available online

1. The Owner: A Business Novel about Work in the GenAI Era (2026)
   - with Wei Chen
   - Available in Kindle, paperback, and audiobook editions

Book Chapters

3. Empowering Economic Growth: Government Loans for Supply Chains in Emerging Markets
   - with Jing Hou
   - *Foundations and Trends in Technology, Information and Operations Management* (2024)

2. Blockchain-Based Digital Payment Obligations for Trade Finance
   - with Jing Hou, Burak Kazaz
   - *Foundations and Trends in Technology, Information and Operations Management* (2023)

1. Crowdfunding Adoption in the Presence of Word-of-Mouth Communication
   - with Xiaomeng Guo, Guang Xiao, Fuqiang Zhang
   - *Foundations and Trends in Technology, Information and Operations Management* (2022)

Papers under Review/Revision

Invoice Tokenization for Deep-Tier Payables Finance
- with Jing Hou, Burak Kazaz
- Minor Revision, **Manufacturing & Service Operations Management**
  - Accepted for 2022 MSOM iFORM SIG Conference

Generative AI and Organizational Structure in the Knowledge Economy
- with Jing Hou, Wei Chen, Karen Xie
- Major Revision, **Management Science**

  - Accepted for 2025 Wharton's "AI and the Future of Work" Conference
  - Accepted for 2025 MSOM TIE SIG Conference

The Economics of AI Foundation Models: Openness, Competition, and Governance
- with Wei Chen, Xiaoyu Wang, Karen Xie
- Major Revision, **Management Science**

Bankrolling Voluntary Carbon Offsets
- with Jing Hou, Puping Jiang, Chengzhang Li
- Major Revision, **Management Science**

FinTech Lending, Open Banking, and Data Manipulation
- with Yangguang Wang, Zhengping Wu
- Major Revision, **Manufacturing & Service Operations Management**
  - Accepted for 2025 MSOM iFORM SIG Conference

The Promise and Perils of Sustainable Supply Chain Finance
- with Lingxiu Dong, Xiaoyu Wang, Lei Ye
- Major Revision, **Management Science**
  - Accepted for 2026 MSOM iFORM SIG Conference

Beyond Funding: How Exchange Listing Shapes Application Development in Token-funded Ventures
- with Wei Chen, Karen Xie, Weifeng Li
- Major Revision, **Manufacturing & Service Operations Management**

When LLM Agents Negotiate: Private Information and Dynamic Bargaining in Supply Chains
- with Chen Liang
- Under Review, **Management Science**

From Product Search to Preference Articulation: The Economics of Agentic Commerce
- with Lingxiu Dong, Kaiwen Luo
- Under Review, **Management Science**
  - Accepted for 2026 MSOM TIE SIG Conference

Monetizing Intelligence: Advertising and Subscription Design on LLM Platforms
- with Yuhang Ji, Tianjun Feng
- Under Review, **Management Science**

Artificial Shoppers and Attention Competition
- with Xiaomeng Guo, Xiaoli Zhang
- Under Review, **Management Science**

Flexible or Earmarked? Government Loans for Agricultural Resilience
- with Mengyuan Lu, Xiaole Chen, Ke Fu
- Under Review, **Manufacturing & Service Operations Management**

Tapping the Unbanked Smallholders via Agricultural Value Chain Financing
- with Ke Fu, Mengyuan Lu, Xiaole Chen
- Reject & Resubmit, **Manufacturing & Service Operations Management**
  - Accepted for 2026 MSOM iFORM SIG Conference

The Payment Term Paradox: A Theory of Credible Communication in Supply Chain Finance
- with Tiantian Li, Tao Lu, Jianwen Luo
- Under Review, **Management Science**

Selected Working Papers

Financing Customers, Allocating Chips: Supplier Credit Support in the AI Buildout
- with Mengyuan Lu

Building on a Moving Frontier: Investment Erosion and Application Competition above Foundation Models
- with Yuhang Ji, Tianxin Zou

The Productivity Trap: When Generative AI Breaks the Expert Pipeline
- with Eryn Juan He, Wei Chen, Karen Xie

Artificial Ceilings: The Training Data Paradox on Content Platforms
- with Lingxiu Dong, Xinxin Li, Yuxuan Wang

When Better AI Hurts: Verification, Compliance, and AI-Human Handoffs in Service Systems
- with Guanling Yang, Cuihong Li, Ricky Roet-Green
  - Accepted for 2026 MSOM TIE SIG Conference

Organizational Placement and Generative AI Value: Field Evidence from Sam's Club
- with Jianwei Liu, Karen Xie, Wei Chen

Governing the Instruction Layer of Generative AI Systems: A Causal Optimization Framework
- with Wei Chen, Shuran Fu, Yanbin Fang, Xuan Wei

From Outlines to Outcomes: Generative AI-assisted Marketing Content and Product Sales
- with Xiaofei Zhang, Karen Xie, Wei Chen, Kai Li

Smart Contracts and Inventory-Based Financing in Supply Chains
- with Lei Song, Xiaolong Guo, Yu Chen

Government Loan Design for Cash-Constrained Supply Chains
- with Jing Hou, Srinagesh Gavirneni, Omkar Palsule-Desai
  - Accepted for 2024 MSOM iFORM SIG Conference

Livestream Commerce with Online Influencers
- with Jing Hou, Houcai Shen

From Start-up to Scale-up: Venture Capital's Role in Scaling Entrepreneurial Ventures
- with Yishen Cai, Lingxiu Dong, Yoli Liang

Pricing to Manage Early Adoption under Social Learning and Network Externalities
- with Fuqiang Zhang, Tiantian Li

Crowdfunding vs. Bank Financing: Effects of Market Uncertainty and Awareness Expansion
- with Xiaomeng Guo, Guang Xiao, Fuqiang Zhang
  - Accepted for 2019 MSOM iFORM SIG Conference

Honors and Awards

Winner, MSOM iFORM SIG Best Paper Award Competition	2026
M&SOM Meritorious Service Award	2026
Winner, Chelliah Sriskandarajah Early Career Research Accomplishments Award	2025
Best Paper Award (Runner-up), UConn School of Business	2025
M&SOM Meritorious Service Award	2025
M&SOM Meritorious Service Award	2024
Management Science Meritorious Service Award	2023
M&SOM Meritorious Service Award	2023
Finalist, MSOM iFORM SIG Best Paper Award Competition	2022
Guttag Junior Faculty Award, Whitman School of Management, Syracuse University	2022
Management Science Meritorious Service Award	2022

M&SOM Meritorious Service Award 2022

Honorable Mention, POMS College of SCM Best Student Paper Competition 2022

Finalist, INFORMS Section on Finance Best Student Paper Competition 2021

Finalist, INFORMS Junior Faculty Interest Group (JFIG) Paper Competition 2021

Winner, POMS PITM Best Student Paper Competition 2020

Moog Scholar, Olin Business School, Washington University in St. Louis 2018

2nd Place, Regional Final of Global Student Challenge, Supply Chain Finance Community 2017

Doctoral Fellowship, Olin Business School, Washington University in St. Louis 2013-2018

Scholarship for Academic Excellence (Top 5%), Shanghai Jiao Tong University 2010, 2011

Research Presentations

Invited Seminars and Talks

- Baruch College, The City University of New York 10/2026
- Workshop on Innovative Research in Digital and Intelligent Operations, Fudan University 07/2026
- Zhejiang University, School of Management 07/2026
- CSAMSE 2026, Youth Scholars Colloquium 06/2026
- City University of Hong Kong, Department of Decision Analytics and Operations 05/2026
- Hong Kong Polytechnic University, Department of Logistics and Maritime Studies 05/2026
- 2026 Supply Chain Finance Workshop, Singapore Management University 05/2026
- Theory in Economics of Information Systems (TEIS) Workshop (Discussant) 03/2026
- University of Connecticut, School of Business (School-Wide Seminar) 10/2025
- University of Science and Technology of China, School of Management 07/2025
- Fudan University, School of Management 07/2025
- Nanjing University, School of Management and Engineering 07/2025
- 2025 Supply Chain Finance Workshop, WashU Olin Business School 05/2025
- University of Connecticut, School of Business (OPIM Seminar) 05/2025
- Northwestern-USC Platform Competition Conference, USC Gould School of Law 01/2025
- University of Connecticut, School of Business (OPIM Seminar) 10/2024
- 2024 Supply Chain Finance Workshop, WashU Olin Business School 05/2024
- University of Toronto, Rotman School of Management (Rotman Young Scholar Seminar) 03/2024
- CUHK-Shenzhen, School of Management and Economics 12/2023
- Fudan University, School of Management 12/2023
- Nanjing University, School of Business 12/2023
- Southeast University, School of Economics and Management 12/2023
- 2023 Supply Chain Finance Workshop, WashU Olin Business School 05/2023
- Rensselaer Polytechnic Institute, Lally School of Management 03/2023
- New York University, Stern, MOILS (Operations Management Lunch Seminar) 11/2022
- University of Connecticut, School of Business 11/2022
- 2022 Supply Chain Finance Workshop (Virtual) 05/2022
- Donghua University, Glorious Sun School of Business and Management (Virtual) 03/2022
- Peking University, School of Engineering (Virtual) 12/2021
- Purdue University, Krannert School of Management (Virtual) 12/2021
- Western University, Ivey Business School (Virtual) 10/2021
- 2021 Supply Chain Finance Workshop (Virtual) 05/2021
- City, University of London, Cass Business School (Virtual) 11/2020
- 1st Online Doctoral Workshop on Supply Chain Analytics, Rutgers Business School (Virtual) 06/2020
- Nanjing University, School of Management and Engineering (Virtual) 05/2020

- Hong Kong Polytechnic University, Faculty of Business 01/2020
- Simon Fraser University, Beedie School of Business 12/2018
- Syracuse University, Whitman School of Management 12/2018
- 2018 Supply Chain Finance Workshop, WashU Olin Business School 05/2018
- Nanjing University, School of Management and Engineering 07/2016

Conference Presentations

- 2026 MSOM Main Conference, Boston, MA 07/2026
- 2026 MSOM SIG Conference, Boston, MA 07/2026
- 2025 INFORMS Annual Meeting, Atlanta, GA 10/2025
- 17th International Annual Conference of CSAMSE, Chengdu, China 07/2025
- 2025 MSOM SIG Conference, London, UK 06/2025
- 2025 POMS Annual Conference, Atlanta, GA 05/2025
- 2024 INFORMS Annual Meeting, Seattle, WA 10/2024
- 2024 CIST Conference, Seattle, WA 10/2024
- 2024 MSOM Main Conference, Minneapolis, MN 07/2024
- 2024 MSOM SIG Conference, Minneapolis, MN 06/2024
- 2024 POMS Annual Conference, Minneapolis, MN 04/2024
- 2023 INFORMS Annual Meeting, Phoenix, AZ 10/2023
- 2023 POMS Annual Conference, Orlando, FL 05/2023
- 2022 INFORMS Annual Meeting, Indianapolis, IN 10/2022
- 2022 MSOM SIG Conference, Munich, Germany 06/2022
- 2022 POMS Annual Conference (Virtual) 04/2022
- 2021 INFORMS Annual Meeting, Anaheim, CA 10/2021
- 2021 INFORMS Conference On Service Science (Virtual) 08/2021
- 13th International Annual Conference of CSAMSE, Shanghai, China (Virtual) 07/2021
- 2021 MSOM SIG Conference (Virtual) 06/2021
- 2021 POMS Annual Conference (Virtual) 05/2021
- 2020 INFORMS Annual Meeting (Virtual) 11/2020
- 2020 POMS Hong Kong, Hong Kong 01/2020
- 2019 INFORMS Annual Meeting, Seattle, WA 10/2019
- 2019 POMS Annual Conference, Washington D.C. 05/2019
- 2018 INFORMS Annual Meeting, Phoenix, AZ 11/2018
- 2018 MSOM Main Conference, Dallas, TX 07/2018
- 2018 POMS Annual Conference, Houston, TX 05/2018
- 2017 INFORMS Annual Meeting, Houston, TX 11/2017
- 10th International Annual Conference of CSAMSE, Guangzhou, China 07/2017
- 2017 MSOM Main Conference, Chapel Hill, NC 06/2017
- 2017 POMS Annual Conference, Seattle, WA 05/2017
- 2016 INFORMS Annual Meeting, Nashville, TN 11/2016
- 2016 MSOM Main Conference, Auckland, New Zealand 06/2016

Professional Services

Conference Session Chair/Organizer

- 2025 POMS Annual Conference: Generative AI for Business
- 2025 POMS Annual Conference: Interface of Finance, Operations and Risk Management (iFORM)
- 2024 POMS Annual Conference: Sustainable Operations and ESG Risks
- 2024 POMS Annual Conference: FinTech and Supply Chain Finance
- 2023 INFORMS Annual Meeting: Crypto and Blockchain Economics

- 2023 INFORMS Annual Meeting: FinTech and Blockchain
- 2023 POMS Annual Conference: Agricultural Innovations and Operations
- 2023 POMS Annual Conference: Emerging Topics in Behavioral and Retail Operations Management
- 2022 POMS Annual Conference: FinTech Innovations
- 2021 INFORMS Annual Meeting: FinTech and Supply Chain Risks
- 2021 INFORMS Annual Meeting: SME Financing
- 2021 INFORMS Conference On Service Science: Tech Innovations in Supply Chains
- 2021 POMS Annual Conference: Blockchain-Driven Operations and Finance
- 2020 INFORMS Annual Meeting: Innovations in Supply Chain Financing
- 2020 INFORMS Annual Meeting: Emerging Topics in OM-Finance Interface
- 2019 POMS Annual Conference: Blockchain-Driven Operations Management
- 2018 INFORMS Annual Meeting: Emerging Topics in Supply Chain Finance
- 2018 INFORMS Annual Meeting: Marketplace Innovation
- 2018 POMS Annual Conference: OM and Crowdfunding
- 2018 POMS Annual Conference: Economic Models in Supply Chain Management

Editorial Positions

- Associate Editor for Decision Sciences (01/2026 -)

Ad-hoc Referee for Academic Journals

- Management Science
- Manufacturing & Service Operations Management
- Information Systems Research
- MIS Quarterly
- Operations Research
- Production and Operations Management
- Journal of Operations Management
- Naval Research Logistics
- European Journal of Operational Research

University Services

- Departmental AI Task Force Committee (Spring, 2026)
- Panelist for "How AI is Transforming Supply Chains", UConn MS in SCM Virtual Event (10/2025)
- GenAI Panelist for Leadership Fairfield County Program by Stamford Partnership (06/2025)
- School-Wide Seminar on GenAI for teaching and research: "Generative AI Tools for Productivity" (04/2025)
- PhD Qualifying Paper Committee (2025 -)
- MSSCM Committee, UConn (2025 -)
- OPIM PhD Recruiting Committee, UConn (2023 -)
- BDA (Business Data Analytics) Committee, UConn (2023 -)
- Preparing and Grading PhD Qualifying Exam, UConn (2023 -)
- Organizer, Whitman Webinar: "Blockchain/Crypto/Web3: Implications for Supply Chain and Finance" (2022)
- Organizer, Whitman SCM Research Seminars, Syracuse University (Spring 2021, 2022)
- Faculty Advisor for the Chinese Students and Scholars Association, Syracuse University (2022, 2023)

External Services

- Track Co-Chair for the POM-Finance Interface Track at 2027 POMS Conference
- Judge for 2026 INFORMS Service Science Best Student Paper Competition
- Judge for 2026 INFORMS TIMES Best Working Paper Competition
- iFORM SIG Track Co-Chair for INFORMS Annual Conference (2022, 2024, 2025, 2026)
- Judge for CSAMSE 2025 Best Paper Competition (2025)

- Panelist for "Generative AI in Business: Shaping Tomorrow's Innovations" at POMS Conference (2025)
- Honored Alumni Judge for Job Market Paper Competition at Olin Business School, WashU (2023)
- Referee for MSOM SIG Conferences (iFORM: 2020-2025)
- External Reviewer for the Research Grants Council (RGC) of Hong Kong (2022-2025)
- External Reviewer for the Israel Science Foundation (ISF) (2023)
- Judge for POMS HK 2023 Best Student Paper Competition (2022)
- Judge for Poster Competition at INFORMS Annual Meeting (2022, 2023)

Doctoral Student Supervision

Dissertation Committee Member (First Job Placement)

- Xiaoyu Wang, PhD at Washington University in St. Louis (Hong Kong Polytechnic University) 2023
- Haoran Yu, PhD at Syracuse University (Dongbei University of Finance and Economics) 2025

Teaching Interests

Generative AI for Business (Level: Undergraduate | Master | Executive)

Blockchain/Crypto/Web3: Implications for Business (Level: Undergraduate | Master)

Supply Chain Finance (Level: Undergraduate | Master)

Operations Management | Supply Chain Management (Level: Undergraduate | Master)

Business Analytics | Supply Chain Analytics (Level: Undergraduate | Master)

Teaching Experience

Instructor | PhD Workshop on GenAI and the Agentic Future Summer, 2026

- School of Management, Zhejiang University
- This workshop provides a broad overview of how generative AI is reshaping research, organizations, markets, and infrastructure. Topics include: Generative AI is Changing Everything Everywhere All at Once; Agentic Research Workflow; The Agentic Economy; The AI Supply Chain

Instructor | Supply Chain Finance Spring, 2025 –

- School of Business, University of Connecticut
- MBA, MSBAPM, and MS in FinTech, 3 Credits
- Developed and launched this entirely new course

Instructor | Operations Management Fall, 2023 –

- School of Business, University of Connecticut
- MBA and MSBAPM, 3 Credits

Instructor | Introduction to Supply Chain Management Fall, 2019-2022

- Whitman School of Management, Syracuse University
- Undergraduate Core, 3 Credits, 3 Sections, 150+ Total Enrollment/Year

Guest Lecturer | Ph.D. Seminar in Operations Management Spring, 2025

- School of Business, University of Connecticut
- Lecture Topic: Economic and Social Implications of Emerging Technologies: From Blockchain to LLMs

Guest Lecturer | Ph.D. Seminar in Supply Chain Management Spring, 2021

- Whitman School of Management, Syracuse University
- Lecture Topic: Blockchain Economics and its Applications in OM

Co-Designer | Blockchain Innovation Strategies: Early Lessons from an Emerging Technology Spring, 2018

- Two-day Executive Program offered by Olin Business School, Washington University in St. Louis
- Initiated and designed this completely new course with Prof. Panos Kouvelis

Instructor | Introduction to Management Sciences and Operations Management Fall, 2017

- Richard A. Chaifetz School of Business, Saint Louis University
- Undergraduate Core, 3 Credits, 48 Total Enrollment

Industry Consulting

West Pharmaceutical Services | Carrier Management & Payment against Proof of Delivery Initiative Spring, 2019

MilliporeSigma | Leveraging EPQ Model to Package Planning at Biologics Production Site Fall, 2018

MilliporeSigma | Identifying Investment Opportunities through Online Customer Analytics Fall, 2018

Belden | Global Offload Playbook Spring, 2018

Belden | East/West Stocking and Distribution Optimization Fall, 2017

Belden | Multi-Item Inventory Modeling Spring, 2017

MilliporeSigma | Packaging Materials and Components Kanban Fall, 2016

Alpha Wire | Carson Facility PQPR Analysis Spring, 2016

Belden | Sales Forecast Accuracy Improvement Fall, 2015

Sigma-Aldrich | Analysis and Recommendations for On-Time-In-Full KPI of Global Inventory Spring, 2015

Miscellaneous

Computer: Python, R, Mathematica, Matlab, AMPL, SPSS, Minitab, Arena, LaTex

Languages: Mandarin (Native), English (Fluent), Japanese (Basic)

Hobbies: Photography, Motorsports, Tennis, Hyrox/CrossFit, Texas Hold'em, Trading (Stocks/Options/Cryptos)