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ACADEMIC POSITIONS

University of Wisconsin-Madison, Wisconsin School of Business

Professor, 2023 – present

OIM Department Chair, 2024 – present

Robert M. Steiner Chair in Business, 2026 – present

Wisconsin Naming Partners Professor, 2018 – 2026

Associate Professor (with tenure), 2018 – 2023

Academic Co-Director of the MS in Business Analytics, 2018 – 2020

Michael E. Lehman Distinguished Chair for Inspired Learning in Business, 2019 – 2020

Assistant Professor, 2012 – 2018

EDUCATION

Duke University, The Fuqua School of Business

Ph.D. Operations Management, 2012

Pomona College

B.A. Mathematics, 2007

RESEARCH

Research Interests

- *Behavioral Operations Management*: behavioral models, controlled experiments, cognitive judgment biases, human-AI interactions, forecasting, hiring processes, healthcare decision-making, service quality perception
- *Supply Chain Management*: supply chain resilience, inventory models, supply chain coordination, payment terms

Published & Accepted Papers

1. [Kim E, Long X, Tong J \(2026\) Fair funnels: Bias, performance, and interventions in multistage hiring processes](#). Ahead of print at *Manufacturing & Service Operations Management*. [[pdf](#)] [[onlineappx](#)]
2. [Disorbo M, Ferreira K, Balakrishnan M, Tong J \(2025\). Warnings and endorsements: Improving human-AI collaboration in the presence of outliers](#) *Manufacturing & Service Operations Management* 27(6):1814-1831. [[pdf](#)] [[onlineappx](#)] [[data](#)]
3. [Balakrishnan M, Ferreira K, Tong J \(2026\) Human-algorithm collaboration with private information: Naïve advice weighting behavior and mitigation](#). *Management Science* 72(1):265-284 [[pdf](#)] [[onlineappx](#)] [[data](#)]
4. [Kim SH, Tong J \(2024\) Admission control bias and path-dependent feedback under diagnosis uncertainty](#). *Manufacturing & Service Operations Management* 26(1) 117-136. [[pdf](#)] [[onlineappx](#)] [[data](#)]
5. [Davis A, Flicker B, Hyndman K, Katok E, Keppler S, Leider S, Long X, Tong J. \(2023\) A replication study of operations laboratory experiments published in Management Science](#). *Management Science* 69(9) 4973-5693. [[pdf](#)] [[onlineappx](#)] [[commentaries](#)] [see also msreplication.com for data/materials]
6. [Feiler D, Tong J \(2022\) From noise to bias: Overconfidence in new product forecasting](#). *Management Science* 68(6) 3975-4753. [[pdf](#)] [[onlineappx](#)] [[data](#)]
7. [Ibrahim R, Kim SH, Tong J \(2021\) Eliciting human judgment for prediction algorithms](#). *Management Science* 67(4) 1993-2656. [[pdf](#)] [[onlineappx](#)] [[data](#)] [[informs video](#)]

8. [DeCroix G, Long X, Tong J \(2021\) How service quality variability hurts revenue when customers learn: Implications for dynamic personalized pricing. *Operations Research* 69\(3\) 683-708. \[pdf\]](#)
9. [Kim SH, Tong J, Peden C \(2020\) Admission control biases in hospital unit capacity management: How occupancy information hurdles and decision noise impact utilization. *Management Science* 66\(11\) 4921-5484. \[pdf\] \[onlineappx\] \[data\]](#)
10. [Batt R, Tong, J \(2020\) Mean service metrics: Biased quality judgment and the customer-server quality gap. *Manufacturing & Service Operations Management* 22\(5\) 975-995. \[pdf\] \[onlineappx\]](#)
11. [Tong J, DeCroix G, Song J-S \(2020\) Modeling payment timing in multiechelon inventory systems with applications to supply chain coordination. *Manufacturing & Service Operations Management* 22\(2\) 346-363. \[pdf\] \[onlineappx\]](#)
12. [Tong J, Feiler D, Larrick R \(2018\) A behavioral remedy for the censorship bias. *Production & Operations Management*. 27\(4\) 624-643. \[pdf\]](#)
13. [Tong J, Feiler D, Ivantsova A \(2018\) Good choice, bad judgment: How choice under uncertainty generates overoptimism. *Psychological Science* 29\(2\) 254–265. \[pdf\] \[onlineappx\]](#)
14. [Tong J, Feiler D \(2017\) A behavioral model of forecasting: Naive statistics on mental samples. *Management Science* 63\(11\) 3609-3627. \[pdf\]](#)
15. [Liu F, Song J-S, Tong J \(2016\) Building supply chain resilience through virtual stockpile pooling. *Production & Operations Management* 25\(10\) 1745-1762. \[pdf\] \[onlineappx\]](#)
16. [Huang L, Song J-S, Tong J \(2016\) Supply chain planning for random demand surges: Reactive capacity and safety stock. *Manufacturing & Service Operations Management* 18\(4\) 509-524. \[pdf\] \[onlineappx\]](#)
17. [Feiler D, Tong J, Larrick R \(2013\) Biased judgment in censored environments. *Management Science* 59\(3\) 573-591. \[pdf\]](#)
18. [Chen L, Kok AG, Tong J \(2013\) The effect of payment schemes on inventory decisions: The role of mental accounting. *Management Science* 59\(2\) 436-451. \[pdf\] \[onlineappx\] \[replication report\]](#)

Practitioner Articles

19. [Ferreira K, Tong J \(2026\) How AI agents orchestrate work across silos. *Harvard Business Review* 104\(5\), September–October 2026.](#)

Selected Working Papers

20. [Lin W, Kim SH, Tong J \(2026\) Revisiting the cause of algorithm aversion: Algorithm feedback asymmetry in the field and lab.](#)
21. [Tuncalp F, Ibrahim R, Kim SH, Tong J \(2026\) Designing doctor-patient shared decision-making processes under bounded rationality.](#)
22. [Feiler D, Tong J \(2026\) Bias in managerial judgment of operational processes: Hasty expectations under input uncertainty.](#)

Book Chapters

22. [Davis A, Tong J \(2023\) "Behavioral inventory management." *The Research Handbook on Inventory Management*. Edited by Jing-Sheng \(Jeannette\) Song. Edward Elgar Publishing Ltd. \[pdf\]](#)

TEACHING

Courses

University of Wisconsin-Madison, Wisconsin School of Business

- BBA Core: AI- Enabled Business Solutions Lab, SP2027 (Proposed & developed)
- PhD: Behavioral Experiment Research Methods in Management Science, SP2026 (Proposed & developed)

- MSBA Elective: Psychology of Business Analytics, SP2024 (Proposed & developed)
- MSBA Core: Modeling & Optimization for Business Analytics, FA2024, FA2023, FA2022, FA2021, FA2020, FA2019 (Proposed & developed)
- MSDIA Core: Modeling & Optimization for Business Analytics, FA2024 (Proposed & developed)
- BBA: Operations Analytics, FA2021, FA2020, SP2019, SP2018, SP2017 (Proposed & developed)
- BBA Core: Introduction to Operations Management, SP2016, SP2015, SP2014, SP2013

Duke University, The Fuqua School of Business

- MEM Elective: Supply Chain Management, SP2011

Behavioral Operations Management PhD Summer Institute

- Co-Founder & Instructor – Michigan 2019, Harvard 2023, Wisconsin 2025

PhD/Post-doctoral Students

PhD Co-Authors

- Eunjee Kim, University of Wisconsin-Madison, in progress
- Matthew DiSorbo, Harvard University (TOM), 2026 (Placed: Microsoft)
- Maya Balakrishnan, Harvard University (TOM), 2024 (Placed: UT-Dallas)
- Sriniketh Vijayaraghavan, University of Wisconsin-Madison (Marketing), 2024 (Placed: Texas A&M)
- Wilson Lin, University of Southern California (DSO), 2021 (Placed: U. Santa Clara)
- Anastasia Ivantsova, University of Wisconsin-Madison (RI), 2018 (Placed: U. of Calgary)

Post-doctoral Co-Authors

- Feray Tuncalp, University College London, 2024 (Placed: Bilkent University)

PhD Dissertation Committees

- Catherine Wang, University of Wisconsin-Madison (OIM), exp. 2026
- Maya Balakrishnan, Harvard University (TOM), 2024 (Placed: UT-Dallas)
- Ingrid Koch, University of Wisconsin-Madison (Marketing), 2019 (Placed: NUS Postdoc, UNC-Chapel Hill)
- Jungwon Kuem, University of Wisconsin-Madison (OIM), 2018 (Placed: U. at Albany)
- Xiao Ma, University of Wisconsin-Madison (OIM), 2014 (Placed: U. of Arkansas)

PRESENTATIONS

Invited Research Talks at Academic Institutions

- University of Pittsburgh, Katz Graduate School of Business, 2026
- University of Kansas, School of Business, 2025
- University of Michigan, Department of Psychology, 2025
- University of Maryland, Smith School of Business, 2024
- University of Houston, Bauer College of Business, 2024
- Temple University, Fox School of Business, 2024 (virtual)
- MIT, Sloan School of Management, 2023
- Nanjing University, School of Management and Engineering, 2023 (virtual)
- Stanford University, Graduate School of Business, 2023
- University College London, UCL School of Management, 2023
- University of Texas-Dallas, Naveen Jindal School of Management, 2023
- Penn State University, Smeal College of Business, 2023
- University of Chinese Academy of Sciences, School of Economics and Management, 2023 (virtual)
- University of California Berkeley, Haas School of Business, 2022
- Johns Hopkins University, Carey Business School, 2022
- Georgetown University, McDonough School of Business, 2022
- University of North Carolina-Chapel Hill, Kenan-Flagler Business School, 2022

- University of Virginia, Darden School of Business, 2021
- Cornell University, Johnson School of Management, 2020
- University of Michigan, Ross School of Business, 2019
- Indiana University, Kelley School of Business, 2019
- Tsinghua University, School of Economics and Management, 2019
- Fudan University, School of Management, 2019
- University of Wisconsin-Madison, Erdman Center for Operations & Technology Management, 2018
- University of Minnesota, Carlson School of Management, 2018
- University of California San Diego, Rady School of Management, 2018
- University of Wisconsin-Madison, Management and Human Resources Department, 2017
- University of Southern California, Marshall School of Business, 2017
- University of Texas-Dallas, Center and Laboratory for Behavioral Operations and Economics, 2016
- University of Wisconsin-Madison, Grainger Center for Supply Chain Management, 2016
- Duke University, Fuqua School of Business, 2015
- University of California Berkeley, Haas School of Business, 2012
- Georgia Institute of Technology, College of Management, 2012
- McGill University, Desautels School of Management, 2012
- University of Minnesota, Carlson School of Management, 2012
- NYU, Stern School of Business, 2012
- Southern Methodist University, Cox School of Business, 2012
- University of Texas-Dallas, Naveen Jindal School of Management, 2012
- University of Wisconsin-Madison, Wisconsin School of Business, 2012
- The Claremont Colleges, Statistics/Operations Research/Math Finance Seminars, 2011

Selected Conference Presentations

- INFORMS 2009, 2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018, 2020, 2021, 2023, 2024, 2025
- Behavioral Operations Conference 2010, 2015, 2017, 2022
- MSOM 2011, 2012, 2014, 2015, 2021, 2024
 - iFORM SIG 2011
 - Supply Chain Management SIG 2012, 2015
- Behavioral Decision Research in Management Conference, 2024
- Ground Truth: AI for Business Summit, 2026

SERVICE

Editorial Service

- Associate Editor: *Management Science*, 2022-present
- Associate Editor: *Operations Research*, 2024-present
- Senior Editor: *Production and Operations Management*, 2021-present
- Associate Editor: *Decision Sciences*, 2017-2020
- Editorial Review Board: *Production and Operations Management*, 2015-2021

University of Wisconsin-Madison/Wisconsin School of Business

- OIM Department Chair, 2024-present
- MSBA Advisory Committee, 2024-present
- RISE-AI Thought-Leader Committee (UW), 2024
- Subcommittee of the Executive Committee (Elected; WSB tenure, promotion, & governance), 2023-2024

- Academic Planning Council (Elected; WSB resource allocation advisory committee), 2018–2019, 2020–2021, 2023–2024
- 5-year Post-Tenure-Review Committee, 2023, 2025
- Co-Creator and Academic Co-Director of the MS in Business Analytics, 2018 – 2020
- Grainger Center for Supply Chain Management Academic Policy Committee, 2018 – present
- BRITE Laboratory Advisory Board Member, 2017 – present
- Masters Curriculum Committee, 2020–2021, 2021–2022
- Chair, OIM Department Strategy Task Force, 2020
- Faculty Co-Advisor for BBA Operations & Technology Management majors, 2013–2019
- OIM Research Seminar Series Coordinator, 2014–2017
- PhD Coordinator for OIM Department, 2015–2017
- PhD and Research Committee, 2015–2017
- Undergraduate Curriculum Committee, 2013–2014
- OIM Faculty Hiring Committee, 2012–2013, 2013–2014, 2014–2015, 2015–2016, 2016–2017, 2022–2023, 2024–2025, 2025–2026
- Analytics Faculty Hiring Committee, 2019–2020, 2020–2021
- Teaching Awards Committee, 2018
- Research Awards Committee, 2018

Professional Service

- Behavioral Operations Management PhD Summer Institute
 - Co-Founder & Co-Instructor – Michigan 2019, Harvard 2023, Wisconsin 2025
- Behavioral Operations Conference
 - Conference Host and Organizing Committee Chair – Wisconsin School of Business, 2016
 - Organizing Committee – Cornell, 2015; MIT, 2017; UT-Dallas, 2018
 - Virtual Seminar Series Coordinator, 2020
- Society Leadership
 - Treasurer, INFORMS Behavioral Operations Management Section, 2016–2018
 - Track Chair, INFORMS Behavioral Operations Management Section, 2017
 - Session Chair, INFORMS 2013, 2016, 2018, 2020, 2021, 2022, 2023
 - Track Chair, POM College of Behavioral Operations Management, 2021
 - Session Chair, POM 2021
 - Panelist, POM Doctoral Consortium, “Launching Your Career,” 2021
 - Panelist, POM BOM Mini-Conference, “Behavioral Operations Management in the Artificial Intelligence (AI) Era,” 2024
- Conference Reviewing and Competition Judging
 - MSOM Annual Conference Review Board, 2024
 - Behavioral Decision Research in Management (BDRM) Conference Review Board, Chicago 2024
 - INFORMS BOM Best Working Paper Award
 - Honorary Awards Committee Member, 2024
 - Judge, 2013, 2014, 2015, 2016, 2017, 2018, 2019, 2021, 2022, 2023, 2024, 2025
 - Judge, INFORMS MSOM Supply Chain Management SIG, 2014, 2020
 - Judge, MSOM Service Management SIG, 2022, 2023, 2024,
 - Committee Member, MSOM Service SIG Day, 2025
 - Judge, MSOM Technology, Innovation, and Entrepreneurship SIG, 2023, 2024
 - Judge, POM College of Supply Chain Management Student Paper Competition, 2016, 2017, 2018, 2020, 2021
 - Judge, POM College of Behavioral Operations Management Student Paper Competition, 2018, 2019, 2020, 2022, 2023, 2024, 2025, 2026
- Tenure & Promotion External Evaluation Letter Writer: 2023(1), 2024(3), 2025(2), 2026(2)

AWARDS, FELLOWSHIPS, & GRANTS

Research Related

- Winner, *Management Science* Best Paper Award in Operations Management (with Davis A, Flicker B, Hyndman K, Katok E, Keppler S, Leider S, Long X), 2024
- Christiaan Huygens Reproduction and Replication Prize (with Davis A, Flicker B, Hyndman K, Katok E, Keppler S, Leider S, Long X), 2023
- Runner-up, INFORMS BOM Best Working Paper Competition (with Balakrishnan M and Ferreira K), 2023
- First Place, POMS CBOM Junior Scholar Paper Competition (as co-author, with Balakrishnan M and Ferreira K), 2023
- Winner, Advances in Decision Analysis Conference Best PhD Blitz (as co-author, with presenter Balakrishnan M)
- Finalist, Best Working Paper Award, INFORMS Behavioral Operations Management Section (with Feiler D), 2018
- Erwin A. Gaumnitz Distinguished Junior Faculty Award for Excellence in Research, 2017
- Finalist, Best Student Paper Competition (as coauthor with Feiler D), INFORMS Decision Analysis Society, 2011

Research Grants

- AI Hub for Business Research Grant, Wisconsin School of Business, 2025 (\$10,000)
- American Family Insurance Data Science Institute Funding Initiative Award (as co-PI, with PI Manzoor E), 2022 (\$94,575)
- Graduate School WARF Research Award; UW-Madison 2013 (\$30,596), 2015 (\$35,979), 2016 (\$35,232)
- BRITE Lab Grant; UW-Madison 2015 (\$3000), 2016 (\$2500), 2017 (\$2500), 2019 (\$1000), 2020 (\$7500), 2023 (\$3700), 2026 (\$5000)
- Grainger Center for SCM Research Grants; UW-Madison 2013 (\$1500), 2015 (\$2500), 2017 (\$1500), 2019 (\$1500)

Teaching Related

- Michael E. Lehman Distinguished Chair for Inspired Learning in Business, 2019
- Mabel W. Chipman Outstanding Junior Faculty Award for Excellence in Teaching, 2017
- Education Innovation Grant (\$5,000) Wisconsin School of Business, 2017
- eTexts: Adopt, Remix, Create Award (\$1,500); UW-Madison, 2013

Service Related

- *Production & Operations Management* Best Senior Editor Award, 2026
- Erwin A. Gaumnitz Distinguished Faculty Award for Service, Wisconsin School of Business, 2025
- *Management Science* Distinguished Service Award, 2020, 2022
- *Management Science* Meritorious Service Award; 2015, 2016, 2018, 2019, 2021
- *Manufacturing & Service Operations Management* Meritorious Service Award, 2018, 2020
- Fetzer Fellowship, University of Wisconsin-Madison, 2018-2019
- Best Reviewer Award, POMS College of Behavior in Operations Management, 2015

(Updated 7/2026)