

Fasheng Xu

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(CV Updated: October, 2025)

Academic Position

University of Connecticut, School of Business	Stamford, CT
• Assistant Professor of Operations and Information Management	08/2023 - Present
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, Future of Work, AI Agents, AI Supply Chain, Prompt Optimization
Blockchain: 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. **Retailing Strategies of Imperfect Produce and the Battle Against Food Waste**
 - with Burak Kazaz, Haoran Yu*
 - **Manufacturing & Service Operations Management** (2025)
7. **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
6. **Token Sales Design under Network Effect**
 - with Zhao Liu*, Xiaoqiang Cai, Lianmin Zhang
 - **Naval Research Logistics** (2024)
5. **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

4. **Blockchain-Enabled Deep-Tier Supply Chain Finance**
 - with Lingxiu Dong, Yunzhe Qiu*
 - **Manufacturing & Service Operations Management** (2023)
 - Finalist in 2021 INFORMS Section on Finance Best Student Paper Competition (Yunzhe Qiu)
 - Accepted for 2021 MSOM iFORM SIG Conference
3. **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)
2. **A Supply Chain Theory of Factoring and Reverse Factoring**
 - with Panos Kouvelis
 - **Management Science** (2021)
 - Finalist, 2022 MSOM iFORM SIG Best Paper Award Competition
1. **Development of a Multi-scale Model for Customer Perceived Value of Electric Vehicles**
 - with Rui Miao, Kai Zhang, Zhibin Jiang
 - **International Journal of Production Research** (2014)

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

Innovation Against Imitation: How to Compete with Crowdfunding Copycats?

- with Zepeng Chen, Xiaomeng Guo, Guang Xiao
- Minor Revision, **Manufacturing & Service Operations Management**
 - Accepted for 2023 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**

Invoice Tokenization for Deep-Tier Payables Finance

- with Jing Hou, Burak Kazaz
- Major Revision, **Manufacturing & Service Operations Management**
 - Accepted for 2022 MSOM iFORM SIG Conference

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
- Under Review, **Manufacturing & Service Operations Management**
 - Accepted for 2025 MSOM iFORM SIG Conference

Beyond Funding: How Exchange Listing Shapes Application Development in Token-funded Ventures

- with Wei Chen, Karen Xie and Weifeng Li
- Under Review, **Manufacturing & Service Operations Management**

Persuasion is All You Need: Generative AI-powered Content Marketing and Product Search

- with Xiaofei Zhang, Karen Xie, Wei Chen, Kai Li
- Under Review, **Management Science**

Crowdfunding under Social Learning and Network Externalities

- with Fuqiang Zhang
- Reject and Resubmit, **Management Science**

Selected Working Papers

Organizational Ideation with Generative AI: Evidence from Sam's Club

- with Jianwei Liu, Karen Xie, Wei Chen, Xianneng Li

Causal Prompt Optimization: Counterfactual Reward Learning for Query-Adaptive Prompting

- with Wei Chen, Shuran Fu, Yanbin Fang, Xuan Wei

Generative Search and Preference Complexity in Agentic Commerce

- with Lingxiu Dong, Kaiwen Luo

When to Verify: AI-Human Handoffs in Agentic Service Systems

- with Guanling Yang, Cuihong Li

The Human-AI Tug-of-War: Optimal Subsidies for Human Data in Generative AI Ecosystems

- with Lingxiu Dong, Yuxuan Wang

The Promise and Perils of Sustainable Supply Chain Finance

- with Lingxiu Dong, Xiaoyu Wang

Money Talks: A Theory of Credible Communication in Supply Chain Finance

- with Tiantian Li, Tao Lu, Jianwen Luo

Government Loan Design for Cash-Constrained Supply Chains

- with Jing Hou, Srinagesh Gavirneni, Omkar Palsule-Desai
 - Accepted for 2024 MSOM iFORM SIG Conference

Tapping the Unbanked Smallholders via Agricultural Value Chain Financing

- with Xiaole Chen, Mengyuan Lu, Ke Fu

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

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, **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
Gutttag 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

• University of Connecticut, School of Business (School-Wide Seminar)	10/2025
• University of Science and Technology of China, School of Management	07/2025
• Beijing Institute of Technology, School of Management and Economics (Virtual)	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
• Beijing Institute of Technology, School of Management and Economics (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

• 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

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

- 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

- iFORM SIG Track Co-Chair for INFORMS Annual Conference (2025)
- Judge for CSAMSE 2025 Best Paper Competition (2025)
- Panelist for “Generative AI in Business: Shaping Tomorrow’s Innovations” at POMS Conference (2025)
- iFORM SIG Track Co-Chair for INFORMS Annual Conference (2024)
- 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)
- iFORM SIG Track Co-Chair for INFORMS Annual Conference (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 | 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

<i>Belden</i> East/West Stocking and Distribution Optimization	Fall, 2017
<i>Belden</i> Multi-Item Inventory Modeling	Spring, 2017
<i>MilliporeSigma</i> Packaging Materials and Components Kanban	Fall, 2016
<i>Alpha Wire</i> Carson Facility PQPR Analysis	Spring, 2016
<i>Belden</i> Sales Forecast Accuracy Improvement	Fall, 2015
<i>Sigma-Aldrich</i> 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)