

## Ruiliang Yan

Dept of Mkt, Mgmt, and Mgmt Science  
College of Business  
East Texas A&M University

Commerce, TX 75428  
Tel: 903-886-5692  
Email: Ruiliang.Yan@etamu.edu

---

### EDUCATION

2006 Ph.D. in Management Science, University of Wisconsin

### HONORS & AWARDS

- 2018 Service Excellence Award from East Texas A&M University
- 2017-22 Outstanding reviewer award from Computers & Industrial Engineering
- 2017-24 Outstanding reviewer award from Journal of Retailing and Consumer Services
- 2017-23 Outstanding reviewer award from International Journal of Production Economics
- 2017-24 Recognized reviewer award from Industrial Marketing Management
- 2017-24 Recognized reviewer award from Journal of Business Research
- 2017 Global fellow award of East Texas A&M University
- 2017 Faculty Development Grant at East Texas A&M University
- 2017 H.M. Lafferty Distinguished Faculty Award for Scholarship and Creative Activity at East Texas A&M University
- 2017 Recognized as one of top 10 prominent retailing research scholars in Academia
- 2016 Outstanding reviewer award from Journal of Business Research
- 2016 Outstanding reviewer award from Industrial Marketing Management
- 2016 Recognized reviewer award from International Journal of Production Economics
- 2016 Recognized reviewer award from European Journal of Operational Research
- 2016 Recognized reviewer award from Industrial Marketing Management

2016	Recognized reviewer award from Computers & Industrial Engineering
2015	Recognized reviewer award from Journal of Business Research
2015	Recognized reviewer award from European Journal of Operational Research
2014	Excellent reviewing award from Journal of Retailing and Consumer Services
2013	Junior Faculty Research Award – East Texas A&M University
2013	Best Paper Award – Academic Business World International Conference
2012	IU Northwest Founders Day Teaching Award Nominee
2012	Grant-Aid-in-Research, Indiana University Northwest
2011	Emerald Literati Network Awards for Excellence
2010	Grant for International Conference, Indiana University
2010	Mercantile/Harris Natl. Assn. Outstanding Teaching Award, School of Business & Economics, Indiana University Northwest
2009	Mercantile/Harris Natl. Assn. Outstanding Research Award, School of Business & Economics, Indiana University Northwest
2008	Grant-Aid-in-Research, Indiana University Northwest
2007	Professors Fellowship, Direct Marketing Educational Foundation
2006	Schenker Dissertation Scholarship, University of Wisconsin
2004	Chancellor's Graduate Fellowship, University of Wisconsin

## PEER REVIEWED PUBLICATIONS AND IMPACT

Cited by	<a href="#">VIEW ALL</a>	
	All	Since 2020
Citations	3533	1771
h-index	33	25
i10-index	49	43

1. Pei, Z., Ghose, S., Yan, R., Zhou, S.B., Yan, A. (2024). The strategic value of buy online and pick up from store service to the dual channel coordination. *Journal of Retailing and Consumer Services*, 77, 103648.
2. Amrouche, N., Pei, Z., Yan, R. (2023). Service strategies and channel coordination in the age of e-commerce. *Expert Systems with Applications*, 214, 119135
3. Amrouche, N., Pei, Z., Yan, R. (2022). Mail-in-rebate and coordination strategies for brand competition. *International Journal of Production Economics*, 247, 108453.
4. Cao, Z., Yan, R. (2021). Product nutrition, innovation, advertising, and firm's financial gains. *Journal of Business Research*, 133, 12-22.
5. Pei, Z., Yan, R., and Ghose, S. (2020). Which one is more valuable in coordination the online and offline distribution? Service support or online price coordination. *Industrial Marketing Management*, 87, 150-159.
6. Amrouche, N., Pei, Z., Yan, R. (2020). Mobile channel and channel coordination under different supply chain contexts. *Industrial Marketing Management*, 84, 165-182.
7. Cao, Z., and Yan, R. (2019). Product nutrition, innovation, advertising, and firm's financial gains. *Journal of Business Research*, 133, 13-22.
8. Yan, R., and Pei, Z. (2019). Return policies and O2O coordination in the e-tailing age. *Journal of Retailing and Consumer Services*, 50, 314-321.
9. Pei, Z., and Yan, R. (2019). Cooperative behavior and information sharing in the e-commerce age. *Industrial Marketing Management*, 76(1), 12-22.
10. Yan, R., Pei, Z., and Ghose, S. (2019). Reward points, profit sharing, and valuable coordination mechanism in the O2O era. *International Journal of Production Economics*, 215, 34-47.
11. Cao, Z. and Yan, R. (2017). Does brand partnership create a happy marriage? The role of brand value on brand alliance outcomes of partners. *Industrial Marketing Management*, 67(11), 148-157.
12. Zhang, J., Li, H., Yan, R., and Johnson, C. (2017). Examining the signaling effect of e-tailer's return policies. *Journal of Computer Information Systems*, 57(3), 191-200.
13. Amrouche, N. and Yan, R. (2017). National brand's local advertising and

wholesale-price incentive under prior versus no prior information. *Industrial Marketing Management*, 64(3), 161-174.

14. Yan, R. and Cao, Z. (2017). Product returns, asymmetric information and firm performance. *International Journal of Production Economics*, 185(3), 211-222.
15. Yan, R. and Cao, Z. (2017). Is brand alliance always beneficial to firms? *Journal of Retailing and Consumer Services*, 34, 193-200.
16. Amrouche, N., and Yan, R. (2016). A manufacturer distribution issue: how to manage an online and a traditional retailer. *Annals of Operations Research*, 244(2), 257-294.
17. Yan, R., Pei, Z., and Myers, C. (2016). Do channel members value the multiple-cooperation strategy? *Journal of Retailing and Consumer Services*, 30, 84-95.
18. Cao, Z., and Yan, R. (2016). Health creates wealth? The use of nutrition claims and firm financial performance. *Journal of Public Policy & Marketing*, 35(1), 58-75.
19. Yan, R., Cao, Z., and Pei, Z. (2016). Manufacturer's cooperative advertising, demand uncertainty, and information sharing. *Journal of Business Research*, 69(2), 709-717.
20. Yan, R. and Pei, Z. (2015). Incentive information sharing in various market structures. *Decision Support Systems*, 76, 76-86.
21. Amrouche, N. and Yan, R. (2015). Aggressive or partnership strategy: Which choice is better for the national brand? *International Journal of Production Economics*, 166, 50-63.
22. advertising in the dual-channel competition. *International Journal of Electronic Commerce*, 19(3), 118-143.
23. Pei, Z., and Yan, R. (2015). Do channel members value supportive retail services? Why? *Journal of Business Research*, 68(6), 1350-1358.
24. Pei, Z., Toombs, L., and Yan, R. (2014). How does the added new online channel impact the supporting advertising expenditure? *Journal of Retailing and Consumer Services*, 21(3), 229-238.
25. Pei, Z., Paswan, A., and Yan, R. (2014). E-tailer's return policy, consumer's perception of return policy fairness and purchase intention. *Journal of Retailing and Consumer Services*, 21(3), 249-257.
26. Wang, J. and Yan, R. (2014). The dawn of a new age: A new discipline digging deep into big data for big value. *International Journal of Data Science*, 1(1), 1-6.

27. Yan, R., Myers, C., Wang, J., and Ghose, S. (2014). Bundling products to success: The influence of complementarity and advertising. *Journal of Retailing and Consumer Services*, 21(1), 48-53.

28. Wang, J., Yan, R. and Zhou, B. (2014). Potential benefits and barriers in stream mining techniques over varying types of data streams. *International Journal of the Academic Business World*, 8(1), 67-73.

29. Pei, Z., and Yan, R. (2013). National advertising, dual-channel coordination and firm performance. *Journal of Retailing and Consumer Services*, 20(2), 218-224.

30. Amrouche, N., and Yan, R. (2013). Can a weak retailer benefit from manufacturer-dominant retailer alliance? *Journal of Retailing and Consumer Services*, 17(2), 127-157.

31. Wang, J., Yan, R., and Zhou, B. (2013). A Comparative study of US and international sustainability. *International Journal of Applied Decision Sciences*, 6(1), 15-34.

32. Wang, J., Yan, R. and Zhou, B. (2013). Potential power and problems in sentiment mining of social media. *International Journal of the Academic Business World (Best Paper Award)*, 7(2), 33-39.

33. Yan, R., and Pei, Z. (2012). Incentive-compatible information sharing by dual-channel retailers. *International Journal of Electronic Commerce*, 17(2), 127-157.

34. Wang, Z., and Yan, R. (2012). Connected causes: Online marketing strategies for nonprofit organizations. *International Journal of Information Systems and Social Change*, 3(4), 97-101.

35. Wang, J., Zhou, B., and Yan, R. (2012). Benefits and barriers in mining the healthcare industry data. *International Journal of Strategic Decision Sciences*, 3(4), 51-67.

36. Yan, R. and Wang, K.Y. (2012). Franchisor-franchisee supply chain cooperation: Sharing of demand forecast information in high-tech industries. *Industrial Marketing Management*, 41(7), 1164-1173.

37. Yan, R., Myers, C, and Wang, J. (2012). Price strategy, information sharing, and firm performance in a market channel with dominant retailer. *Journal of Product and Brand Management*, 9(14), 1061-1070.

38. Yan, R., Wang, J., Zhou, B., and Guo, P. (2012). Is information sharing profitable in e-business age? *International Journal of Applied Decision Science*, 5(1), 1-10.

39. Amrouche, N., and Yan, R. (2012). Implementing online store for national brand competing against private label. *Journal of Business Research*, 65(3), 325-332.

40. Wang, J., Yan, R., and Zhou, B. (2012). A Global Analysis of sustainable energy sources. *Journal of Management & Engineering Integration*, 125140.

41. Wang, J., Zhou, B. and Yan, R. (2012). Analyze banking efficiency from an international perspective. *Issues in Information Systems*, 13(1), 371-381.

42. Wang, J., Hsu, J., Zhou, B. and Yan, R. (2012). From stale to spicy to superb: A spanking new Apple. *International Journal of Business Excellence*, 5(6), 639-656.

43. Wang, Z., Yan, R. and Wang, J. (2011). Data decoding in drug discovery and development. *International Journal of Decision Sciences*, 2(2), 93-107.

44. Yan, R., and BAndyopadgyay, S. (2011). The profit benefits of bundle pricing of complementary products. *Journal of Retailing and Consumer Services*, 18(4), 355-361.

45. Yan, R., and Pei, Z. (2011). Information asymmetry, pricing strategy and firm's performance in the retailer-multi-channel manufacturer supply chain. *Journal of Business Research*, 64(4), 377-384.

46. Wang, J., Yan, R., and Guo, P. (2011). Comparative analysis of international healthcare systems. *International Journal of Business and Systems Research*, 5(1), 85-103.

47. Yan, R., Wang, Z., and Xing, R. (2011). An evaluation and scenario analysis of the representative supply chain management software. *Supply Chain Optimization, Management and Integration: Emerging Applications*, 16.

48. Yan, R. (2011). Managing channel coordination in a multi-channel manufacturer-retailer supply chain. *Industrial Marketing Management*, 40(4), 636-642.

49. Yan, R., Guo, P., Wang, J., and Amrouche, N. (2011). Product distribution and coordination strategies in a multi-channel context. *Journal of Retailing and Consumer Services*, 18(1), 19-26.

50. Wang, J. and Yan, R. (2011). Knowledge chain management: New frontiers. *International Journal of Knowledge-Based Organizations*, 1(1), 1-4.

51. Zhou, B., Wang, J. and Yan, R. (2011). Analysis of a dual-source production-inventory problem with quantity constraints. *International Journal of Applied Decision Sciences*, 4(1), 1-15.

52. Wang, J., Yan, R. and Guo, P. (2011). Comparative analysis of international healthcare systems. *International Journal of Business and Systems Research*, 5(1), 85-102.

53. Wang, J. and Yan, R. (2011). Knowledge chain management: New frontiers. *International Journal of Knowledge-Based Organizations*, 1(1), 1-4.

54. Yan, R. (2010). Product brand differentiation and dual-channel store performances of a multi-channel retailer. *European Journal of Marketing*, 44(5), 672-692. (*This paper won the Highly commended award from Emerald Literati Network*).

55. Yan, R. (2010). Cooperative advertising, pricing strategy and firm performance in the e-marketing age. *Journal of the Academy of Marketing Science*, 38(4), 510-519.

56. Wang, Z., Yan, R., Zhou, B., Xing, R. (2011). A longitudinal statistical analysis of the U.S. health care system and associated costs. *International Journal of Decision Sciences*, 2(1), 55-65.

57. Yan, R., Wang, J., and Zhou, B. (2010). Channel integration and profit sharing in the dynamics of multi-channel firms. *Journal of Retailing and Consumer Services*, 17(5), 430-440.

58. Yan, R. and Ghose, S. (2010). Forecast information and traditional retailer performance in a dual-channel competitive market. *Journal of Business Research*, 63(1), 77-83.

59. Yan, R. (2010). Demand forecast information sharing in the competitive online and traditional retailers. *Journal of Retailing and Consumer Services*, 17(5), 386-394.

60. Yan, R. and Wang, J. (2010). Service level, pricing strategy and firm performance in a manufacturer-giant retailer supply chain. *Journal of Product and Brand Management*, 19(1), 61-66.

61. Guo, P., Yan, R. and Wang, J. (2010). Duopoly market analysis within one-shot decision framework with asymmetric possibilistic information. *International Journal of Computational Intelligence Systems*, 3(6), 786-796.

62. Wang, Z., Yan, R., Chen, Y, and Xing, R. (2010). Data mining in nonprofit organizations, government agencies, and other institutions. *International Journal of Information Systems in the Service Sector*, 2(3), 42-52.

63. Yeh, R. and Yan, R. (2010). Purchase decision logistic applied model for online shopping via web building experiments. *International Journal of Data Analysis Techniques and Strategies*, 2(1), 73-84.

64. Wang, J. and Yan, R. (2010). Synergetic fusion of information systems and social change. *International Journal of Information Systems and Social Change*, 1(1), 1-4.

65. Wang, J. and Yan, R. (2010). Smart science supports superior decisions. *International Journal of Operations Research and Information Systems*, 1(1), 1-2.

66. Yan, R. (2009). Product categories, returns policy and pricing strategy for e-marketers. *Journal of Product and Brand Management*, 18(6), 452-460.

67. Yan, R. (2009). Pricing strategies and firm performances under alliance brand. *Journal of Product and Brand Management*, 18(3), 226-232.

68. Yan, R. and Yeh, R. (2009). Online purchase cost and firm profits in a dual-channel competitive market. *Marketing Intelligence & Planning*, 27(5), 698-713.

69. Yan, R. and Pei, Z. (2009). Retail services and firm profit in a dual-channel market. *Journal of Retailing and Consumer Services*, 16(4), 306-314.

70. Yan, R., Wang, J. and Ghose, S. (2009). Population internet penetration rate and channel supply chain players' performances. *International Journal of Internet Marketing and Advertising*, 5(4), 329-347.

71. Yan, R. and Wang, J. (2009). Product choice and channel strategy for multi-channel retailers. *International Journal of E-Business Research*, 5(3), 78-99.

72. Yan, R. and Wang, K.Y. (2009). Market forecasting information and firm pricing-advertising strategies. *International Journal of Information and Decision Science*, 1(4), 382-396.

73. Wang, Z., Yan, R., Hollister, K. and Xing, R. (2009). Relative comparison of leading supply chain management software packages. *International Journal of Information Systems and Supply Chain Management*, 2(1), 81-96.

74. Yan, R. and Wang, J. (2009). Effects of consumer online purchase costs on online and traditional retailers. *International Journal of Business and Systems Research*, 3(3), 351-367.

75. Yan, R. (2008). Profit sharing and firm performance in the manufacturer-retailer dual-channel supply chain. *Electronic Commerce Research*, 8(3), 155-172.

76. Wang, J., Yan, R., Hollister, K. and Zhu, D. (2008). An historic review of management science research in China. *Omega*, 36(6), 919-932.

77. Yan, R. (2008). Pricing strategy for companies with mixed online and traditional retailing distribution markets. *Journal of Product and Brand Management*, 17(1), 48-56.

78. Yan, R. and Ghose, S. (2008). Cooperative pricing under forecasting sharing in the manufacturer-e-retailer supply chain. *International Journal of Information Systems and Supply Chain Management*, 1(2), 1-18.

79. Yan, R. and Bhatnagar, A. (2008). Product choice strategies for online retailers. *International Journal of E-Business Research*, 4(1), 22-39.

80. Wang, Z., Yan, R., Hollister, K. and Xing, R. (2008). The rise and fall of commerce one Inc.: Lessons learned. *Journal of Management and Engineering Integration*, 1(2), 94-99.

81. Yan, R. (2007). Market information strategies for online retailers. *Journal of Revenue and Pricing Management*, 6(3), 200-211.

82. Yan, R. (2007). The internet coverage rate and traditional retailers. *International Journal of Technology Marketing*, 2(3), 264-279.

83. Yan, R., Ghose, S. and Bhatnagar, A. (2006). Cooperative advertising in a dual channel supply chain. *International Journal of Electronic Marketing and Retailing*, 1(2), 99-113.

## ARTICLES FOR BOOK REVIEWS

1. Wang, J. and Yan, R. (2008), “Managerial decision modeling with spreadsheets, 2<sup>nd</sup> ed.”, *Interfaces*, 38(5), 410-412
2. Yan, R. (2008), “Implementation strategies for SAP R/3 in a multinational organization: Lessons from a real-world case study”, *International Journal of Information Systems and Supply Chain Management*, 1(3), 80-82
3. Wang, Z. and Yan, R. (2010), “Web-based supply chain management and digital signal processing: Methods for effective information administration and transmission”, *International Journal of Information Systems and Supply Chain Management*, 3(3), 80-83
4. Wang, Z. and Yan, R. (2012), “Connected causes: Online marketing strategies for nonprofit organizations”, *International Journal of Information Systems and Social Change*, 3(4), 97-101
5. Wang, Z. and Yan, R. (2013), “Carpenter’s guide to innovative SAS techniques”, *International Journal of Operations Research and Information Systems*, 4(2), 98-100

## **PUBLISHED BOOK AND PREFACE**

Yan, R. "Internet Retailing: Pricing, Product and Information Strategies", ISBN: 978-3-8364-1487-6

Wang, Z. and Yan, R. "Preface: Intelligence Methods and Systems Advancements for Knowledge-Based Business" in the book, *Intelligence Methods and Systems Advancements for Knowledge-Based Business*, 2013.

## **CHAPTERS IN SCHOLARLY BOOKS**

1. Wang, J. and Yan, R. "Risks, gaps, and global issues of project management", in the book, *Encyclopedia of HRIS: Challenges in e-HRM*, Information Science Reference, Hershey, PA, 2008.
2. Wang, Z., Yao, J., Yan, R. and Hus, J. "EBay: An e-titan success story", in the book, *Cases on Managing E-Services*, October 2008.
3. Wang, Z., Yan, R., Hollister, K. and Xing, R. "A relative comparison of leading supply chain management", in the book, *Software Applications: Concepts, Methodologies, Tools, and Applications*, March 2009.
4. Wang, J., Yan, R. and Yao, J. "ARIBA: A successful story in e-commerce", in the book, *Encyclopedia of E-Business Development and Management in the Global Economy*, May, 2010.
5. Yan, R., Wang, Z. and Xing, R. "An evaluation and scenario analysis of the representative supply chain management software", in the book, *Supply Chain Optimization, Management and Integration: Emerging Applications*, January 2011.
6. Wang, Z., and Yan, R. "Preface: Optimizing, innovating, and capitalizing on information systems for operations", in the book, *Optimizing, Innovating, and Capitalizing on Information Systems for Operations*, February 2013.

## **TEACHING EXPERIENCES**

Teaching at East Texas A&M University from 2012 and currently working as Professor of Marketing

- M306-Introdcution to Marketing
- M366-Advertising and Communication
- M422-E-Commerce
- M445-Retail Management
- M497-Social Media Marketing
- M521-Marketing Management
- M540-Social Media Marketing
- M547-Product and Supply Chains

- M568-IMC
- M569-Digital Marketing
- M574-CRM
- M572-Consumer Behavior

## **SERVICES**

### ***EDITORIAL BOARD***

\* **Editor** of *International Journal of Information Systems and Supply Chain Management (IJISSCM)*

\* **Editor** of *Global Journal of Management and Marketing (GJMM)*

- ◆ **Editorial Board Member** of *Journal of Computer Information Systems (JCIS)*.  
Please see web link:
- ◆ **Editorial Board Member** of *the Academy of Marketing Studies Journal (AMsj)*.
- ◆ **Editorial Board Member** of *Technology and Investment (TI)*.
- ◆ **Editorial Board Member** of *International Journal of Data Analysis Techniques and Strategies (IJDATS)*.
- ◆ **Editorial Board Member** of *International Journal of Information and Decision Sciences (IJIDS)*.
- ◆ **Editorial Board Member** of *International Journal of Data Analysis and Information Systems (IJDAIS)*:
- ◆ **Editorial Board Member** of *Advances in Information Systems and Supply Chain Management (AISSCM) Book Series*.

### ***REVIEWER FOR ACADEMIC PRJS***

- ◆ *Journal of the Academy of Marketing Science*
- ◆ *Industrial Marketing Management*
- ◆ *Journal of Advertising*
- ◆ *Journal of Business Research*
- ◆ *European Journal of Marketing*
- ◆ *Journal of International Marketing*
- ◆ *Production and Operations Management*
- ◆ *International Journal of Electronic Commerce*
- ◆ *International Journal of Production Economics*
- ◆ *International Journal of Production Research*
- ◆ *International Transactions in Operational Research*
- ◆ *Annals of Operations Research*
- ◆ *European Journal of Operational Research*
- ◆ *Journal of Retailing and Consumer Services*
- ◆ *Journal of Product and Brand Management*

- ◆ *Computers & Industrial Engineering*
- ◆ *The Academy of Marketing Studies Journal*
- ◆ *Marketing Intelligence and Planning*
- ◆ *Journal of International Consumer Marketing*
- ◆ *Journal of Applied Management Science*
- ◆ *European Journal of Information Systems*
- ◆ *Decision Support System*
- ◆ *Journal of Operational Research Society*
- ◆ *Omega*
- ◆ *Journal of Computer Information Systems*
- ◆ *Discrete Dynamics in Nature and Society*
- ◆ *International Journal of Information Systems and Supply Chain Management*
- ◆ *International Journal of Information and Decision Sciences*
- ◆ *International Journal of Data Analysis Techniques and Strategies*
- ◆ *Tourism Management*
- ◆ *Transportation Research Part E (TRE)*
- ◆ *Management Research Review*
- ◆ *Journal of Economics and International Finance*
- ◆ *Economic Modeling*
- ◆ *Journal of Mathematics*
- ◆ *Computers in Human Behavior*
- ◆ *Technology and Investment*

#### ***COMMITTEE MEMBER AT UNIVERSITY***

*University Core Curriculum Committee* from Fall 2025

*QEP Committee* from Fall 2018 to Summer 2020

*Graduate Council* from Fall 2019 to 2023

*University Grant Review Committee* from Fall 2019 to 2020 & 2024

*University Library Committee* from Fall 2019 to Spring 2021

*University Faculty Senate* from Fall 2013 to Summer 2017

*University Chief Marketing Communication Officer Search Committee Member* in Spring 2016

*Undergraduate Academic Appeals Committee* from 2015 to Summer 2018

#### ***COMMITTEE MEMBER IN COLLEGE OF BUSINESS***

*Dean's Search Committee* in Fall 2024

*Scholarship Committee Chair in Spring 2024*

*Research Committee* from Fall 2021 to Spring 2022

*Curriculum Committee Member* from Fall 2020 to Spring 2021 and restart from Fall 2022 to Present

*Supply Chain Course Development Committee* from Spring 2020 to Fall 2021

*Supply Chain Management Faculty Search Committee* in College of Business from Fall 2020 to Spring 2022

*Strategic Committee Member* in College of Business from Fall 2018 to Spring 2020

*Student & Alumni Engagement Committee Chair* from Fall 2018 to Fall 2020

*Faculty Committee Member* (chair of Faculty Research Qualification Subcommittee) from Fall 2012 to Spring 2017

*Assistant Dean Search Committee Member* in Fall 2014

*Marketing Faculty Search Committee Chair* from Fall 2014 to Spring 2015

*Business Analytics Faculty Search Committee Chair* from Fall 2015 to Spring 2016

*Business Analytics Faculty Search Committee Chair* from Fall 2016 to Spring 2017