

Fujun Lai

Department of Marketing, Management, and Supply Chain
Woody L. Hunt College of Business
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EDUCATION

- 2000, Ph.D. in Management Science, City University of Hong Kong, Hong Kong
- 1997, Master of Engineering in Engineering Economics, Tianjin University, P.R. China
- 1994, Bachelor of Science in Mathematics, Lanzhou University, P.R. China

ACADEMIC EXPERIENCE

2026 ~	Professor of Operations and Supply Chain, Regent's Distinguished Research Professor, Hunt College of Business, University of Texas at El Paso (UTEP)
2010 ~ 2026:	McCarty Distinguished Professor of OM/IS, College of Business, University of Southern Mississippi (USM)
2011 ~ 2026:	Professor of Operations Management, School of Management, College of Business, USM
2008 ~ 2011:	Associate Professor of Management, School of Management, College of Business, USM
2003 ~ 2008:	Assistant Professor of MIS, School of Accountancy and Information Systems, College of Business, USM
2003 ~ 2003:	Visiting Assistant Professor of e-Business and Supply Chain Management, Dept. of Business Administration, College of Business, Tennessee State University

AWARDS/HONORS

1. 2024, "Top Cited Article 2022-2023", *Journal of Operations Management*
2. 2014 ~, "Highly Cited Paper", *Journal of Operations Management*
3. 2015, "Highly Cited Paper", Thomson Reuters ESI, ranked between top 0.1% and 0.01% globally
4. 2011, "Top Article" in 2010, *Decision Sciences Journal*
5. 2010, "Best Application Research Paper", 2010 Annual Conference, Decision Science Institute
6. 2009, The Finalist of the 2008 Harold E. Fearson Best Paper Award, *Journal of Supply Chain Management*
7. 2007, Highly Commended Paper at the Literati Network Awards for Excellence 2007

INTELLECTUAL CONTRIBUTIONS

Journal Papers (*Corresponding Author)

Google Scholar Citations: 11,000; h-index: 46, i10-index: 74

1. Huang, Y., Shen, Y., **Lai, F.*** and Luo, X. (2025), The Categorical Paradoxes in the Sharing Economy: Empirical Evidence from Airbnb, *Production and Operations Management*, 34(12), 3793-3813
2. Liu, Z., **Lai, F.**, Yin, Q.* (2024), Follow the Leader (or not): The Influence of Superstars on Crowd Size in Crowdsourcing Contests, *International Journal of Operations and Production Management*, 44(12), 1987-2012
3. Wang, Y., Zhao, J., Wang, J., and **Lai, F.** (2024), Strategic Choice of Commission Formats in a Supply Chain with a Platform and Competing Manufacturers, *IEEE Transactions on Engineering Management*, 71: 9661-9678
4. Yin, Q., Wang, Y., Song, D.*, **Lai, F.**, Collins, B., and Guo, H. (2024), The impact of digitalization on operational risk: An organizational information processing theory perspective, *International Journal of Production Economics*, 276:109369
5. Shi, R., Yang, B.*, Chu, Z., and **Lai, F.** (2024), The Role of Relationship Commitment in Managing Logistics Outsourcing in the Digital Economy, *Industrial Management and Data Systems*, 124(7), 2440-2466
6. Shi, R., Yin, Q., Yuan, Y.*, **Lai, F.** and Luo, X. (2024), The Impact of Supply Chain Transparency on Firms' Financing Choice: The Moderating Role of Supply Chain Concentration, *International Journal of Operations and Production Management*, 44(9), 1568-1594
7. Yuan, Y., Chu, Z., Song, D.*, and **Lai, F.** (2024), Understanding the effects of different responses to supply disruptions: A configurational approach, *International Journal of Product Economics*, 270: 109177
8. Cai, J., **Lai, F.***, Luo, X., Ai, P., and Zhao, X. (2024), You jump, I jump? Herding behavior in blockchain application platforms, *Decision Support Systems* 179: 114179
9. Li, X., Lowry, P. and **Lai, F.*** (2024), The Influence of ERP-Vendor Contract Compliance and Transaction-Specific Investment on Vendee Trust: A Signaling Theory Perspective, *Information & Management* 61(2), 103923
10. Chen, D., Huang, C., Liu, D., and **Lai, F.** (2024), The Role of Expertise in Herding Behaviors: Evidence from a Crowdfunding Market, *Electronic Commerce Research*, 24: 155-203
11. Che, T., Cai, J., Yang, R. and **Lai, F.** (2023), Digital transformation drives product quality improvement: An organizational transparency perspective, *Technological Forecasting and Social Change*, 197 (Dec.), 122888
12. Che, T., Peng, Y., Zhou, Q., Dickey, A., and **Lai, F.*** (2023), The impacts of gamification designs on consumer purchase: A use and gratification theory perspective, *Electronic Commerce Research and Applications*, 23 (May-June), 101268
13. Yin, Q., Song, D., **Lai, F.***, Collins, J.B., and Dogru, A.K. (2023), Customizing Governance Mechanisms for Opportunism of Buyer-Supplier Relationships in the Digital Economy, *Technological Forecasting and Social Change*, 190 (May), 122411

14. Wang, Y., Tan, Y., Wang, J., and **Lai, F.** (2023), Uniform vs. Retailer-Specific Pricing: How a Supplier Responds to the Dominant Retailers' Markup Pricing Strategy, *Journal of the Operational Research Society* 74(12), 2633-2647
15. Chen, D., Li, X., and **Lai, F.***, (2023), Shill Bidding in Lenders' Eyes? A Cross-Country Study on the Influence of Large Bids in Online P2P Lending, *Electronic Commerce Research*, 23, 1089-1114
16. Zhao, X., Ai, P., **Lai, F.***, Luo, R.*, and Benitez, J. (2022), Task Management in Decentralized Autonomous Organization. *Journal of Operations Management*, 68(6-7), 649-674
17. Tao, F., Xie, Y., Wang, Y.*, **Lai, F.**, Lai, K. (2022) Contract Strategies in Competitive Supply Chains Subject to Inventory Inaccuracy. *Annals of Operations Research*, 309: 641-661
18. Che, T., Peng, Z., **Lai, F.***, and Luo, X. (2022), Online Prejudice and Barriers to Digital Innovation: Empirical Investigations of Chinese Consumers, *Information Systems Journal* 32(3), 630-652
19. Yang, R., Che, T., and **Lai, F.** (2021), The Impacts of Production Linkages on Cross-Regional Collaborative Innovations: The Role of Inter-regional Network Capital, *Technological Forecasting & Social Change*, 170(120905)
20. Chu, Z., **Lai, F.**, and Wang, L. (2021), Leveraging inter-firm relationships in China: Western relational governance or Guanxi? Domestic vs. foreign firms, *Journal of International Marketing* 28(4), 58-74
21. Chan, H. and **Lai, F.** (2020), Editorial on "Smarter supply chain and big data applications", *Journal of Data, Information and Management*, 2(2), 65-66
22. Li, X., Wang, C. and **Lai, F.** (2020), Managing Supplier Integrity in China's Public Procurement, *China: An International Journal*, 18(2), 26-54
23. Feng, B., Jiang, Z. and **Lai, F.*** (2020), Robust approach for air cargo freight forwarder selection under disruption, *Annals of Operations Research*, 291, 339-360
24. Li, X., **Lai, F.**, Yuan, Y.*, Yao, D., and Yang, B. (2020), Understanding Adoption and Continuance of Online Direct Sales Channel, *Journal of Computer Information Systems*, 60(5), 409-417
25. Yuan, Y., Chu, Z., **Lai, F.***, and Wu, H. (2020), The impact of transaction attributes on logistics outsourcing success: A moderated mediation model, *International Journal of Production Economics*, 219(1), 54-65
26. Wan, Q., Yuan, Y.*, and **Lai, F.** (2019), Disentangling the factors driving logistics outsourcing: A configurational perspective, *Journal of Enterprise Information Management*, 32(6), 964-992
27. Pan, Y., **Lai, F.**, Fang, Z., Xu, S., Gao, L., Robertson, D., and Rao, H. (2019), Risk Choice and Emotional Experience: A Multi-Level Comparison between Active and Passive Decision-making, *Journal of Risk Research*, 22(10), 1239-1266
28. Yuan, Y., **Lai, F.**, and Chu, Z.*, (2019), Continuous Usage Intention of Internet Banking: A Commitment-Trust Model, *Information Systems and e-Business Management*, 17(1), 1-25
29. Chen, L., **Lai, F.**, Wang, Y., Huang, Y., and Wu, F. (2019), A Two-Stage Network Data Envelopment Analysis Approach for Measuring and Decomposing Environmental Efficiency, *Computers and Industrial Engineering*, 119(2), 388-403

30. Chu, Z., Wang, Q., **Lai, F.*** and Collins, B. (2019), Managing interdependence: Using Guanxi to cope with supply chain dependency, *Journal of Business Research* 103(10), 620-631
31. Chu, Z., Wang, L., and **Lai, F.*** (2019), Customer pressure and green innovations at third-party logistics providers in China: The moderation effect of organizational culture, *International Journal of Logistics Management*, 30(1), 57-75
32. **Lai, F.** and Luo, X. (2019), Social Commerce and Social Media: Behaviors in the New Service Economy, *Information & Management*, 56(2), 141-142
33. Wang, J., Wang, Y., and **Lai, F.** (2019), Impact of Power Structure on Supply Chain Performance and Consumer Surplus, *International Transactions in Operational Research*, 26(5), 1752-1785
34. Chu, Z., Feng, B. and **Lai, F.**, (2018), Logistics service innovation by third party logistics providers in China: Aligning Guanxi and organizational structure, *Transportation Research Part E*, 118(10), 291-307
35. Chen, L., Wang, Y.M., Feng, F., **Lai, F.** and Wu, F.W. (2018), A Common Set of Weights for Ranking Decision-Making Units with Undesirable Outputs: A Double Frontiers Data Envelopment Analysis Approach, *Asia-Pacific Journal of Operational Research*, 35(6), 1-25
36. Yuan, Y., Feng, B., **Lai, F.***, and Collins, B. (2018), The role of trust, commitment, and learning orientation on logistic service effectiveness, *Journal of Business Research*, 93(12), 37-50
37. Chu, Z., Xu, J., **Lai, F.*** and Collins, B. (2018), Institutional Theory and Environmental Pressures: The Moderating Effect of Market Uncertainty on Innovation and Firm Performance, *IEEE Transactions on Engineering Management*, 65(3), 392-403
38. Chen, L., Wang, Y., **Lai, F.**, Lan, Y., and Wang, L. (2017). Semi-Disposability of Undesirable Outputs in DEA Environment Assessment: An Empirical Study of Chinese Regional Industries. *European Journal of Operational Research*, 260(2), 655-664
39. Chen, L., Wang, Y., **Lai, F.**, Feng, F, and Zhang, Z. (2017). An Investment Analysis for China's Sustainable Development Based on Inverse DEA. *Journal of Cleaner Production*, 142(4), 1638-1649
40. Wang, Y., Wang, J., Hua, Z. and **Lai, F.** (2017), Equilibrium Analysis of Markup Pricing Strategies Under Power Imbalance and Supply Chain Competition, *IEEE Transactions on Engineering Management*, 64(4), 464-475
41. Wang, J., Wang, Z., Wang, Y., and **Lai, F.** (2017), Impact of Information Reliability in a Supply Chain with Market Disruption Risk, *International Transactions in Operational Research*, 21(4), 737–761
42. Chen, D., Li, X. and **Lai, F.*** (2017), Gender Discrimination in Online Peer-to-Peer Credit Lending: Evidence from a Lending Platform in China, *Electronic Commerce Research*, 17(4), 553–583
43. Lai, V., **Lai, F.***, and Lowry, P. (2016), Technology Evaluation and Imitation: Do They Have Differential or Dichotomous Effects on ERP Adoption and Assimilation in China? *Journal of Management Information Systems*, 33(4), 1209-1251
44. **Lai, F.*** and Luo, X. (2016), Service and Manufacturing Innovations in e-Business Platforms, *Electronic Commerce Research*, 16(2), 143-144

45. Chen, D., **Lai, F***, Lin, Z. (2014). A Trust Model for Online Peer-to-Peer Lending: A Lender's Perspective, *Information Technology & Management*, 15(4), 239-254
46. Huo, B., Zhao, X., and **Lai, F.*** (2014). Supply Chain Quality Integration: A Global Empirical Study, *IEEE Transactions on Engineering Management*, 61(1), 38-51
47. Feng, B. and **Lai, F.*** (2014), Multi-attribute Group Decision Making with Aspirations: A Case Study, *Omega -- The International Journal of Management Science*, 44(2), 136-147
48. **Lai, F.***, Li, X. and Lai, V. (2013), Transaction-Specific Investments, Relational Norms and ERP Customer Satisfaction: A Mediation Analysis, *Decision Sciences* 44(4), 679-711
49. **Lai, F.***, Chu, Z. Wang, Q., and Fan, C.(2013), Managing Dependence in Logistics Outsourcing Relationships: Evidence from China, *International Journal of Production Research* 51(10), 3037-3054
50. Peng, X. and **Lai, F.*** (2012), Using Partial Least Squares in Operations Management Research: A Practical Guideline and Summary of Past Research, *Journal of Operations Management*, 30(6), 467-480
51. Bell, G., **Lai, F.**, and Li, D. (2012). Firm orientation, knowledge-sharing, and adoption of a new strategic initiative, *Journal of Strategic Information Systems* 21(3), 201-215
52. **Lai, F.**, Zhang, M., Lee, D. and Zhao, X. (2012), The Impact of Supply Chain Integration on Mass Customization Capability: An Extended Resource-Based View, *IEEE Transactions on Engineering Management*, 59(3), 443-456
53. **Lai, F.**, Huo, B. and Tian, Y. (2012). Relational Governance and Opportunism in Logistics Outsourcing Relationships: Empirical Evidence from China, *International Journal of Production Research*, 50(9), 2501-2514
54. **Lai, F.**, Li, D., and Hsieh, C. (2012). Fighting Identity Theft: The Coping Perspective, *Decision Support Systems*, 52(1), 353-363
55. Yang, D., **Lai, F.** and Lu, Y. (2012). Online Communities and Social Networks – Global and Cultural Perspectives, *Journal of Global Information Technology Management*, 15(2), 1-3
56. Han, C. Hsieh, C. **Lai, F.**, and Li. X. (2011), Information Technology Investment and Manufacturing Worker Productivity, *Journal of Computer Information Systems*, 52(2), 51-60.
57. Jiang, Y., Chen, D., and **Lai, F.** (2010), Technological-Personal-Environmental (TPE) Framework: A Conceptual Model for Technology Acceptance at the Individual Level, *Journal of International Technology and Information Management*, 19(3), 89-98.
58. Lai, V., **Lai, F.**, & Wang, J. (2010). What influences ERP Beliefs - Logical evaluation or imitation? *Decision Support Systems*, 50(1), 203-212
59. Li, D., Chow, P., and **Lai, F.** (2010). Market Orientation, Ownership Type, and E-Business Assimilation: Evidence from Chinese Firms. *Decision Sciences*, 41 (1), 115-145.
60. Wang, Q., Huo, B., **Lai, F.***, & Chu, Z. (2010). Understanding Performance Drivers of Third-Party Logistics Providers in Mainland China: A Replicated and Comparative Study. *Industrial Management & Data Systems*, 110(9), 1273-1296
61. Li, D., **Lai, F.**, & Wang, J. (2010). E-business Assimilation in China's International Trade Firms: The Technology-Organization-Environment Framework. *Journal of Global Information Management*, 18 (1), 39-65.
62. Chen, D., Lin, Z., & **Lai, F.*** (2010). Crossing the Chasm -- Understanding China's Rural Digital Divide. *Journal of Global Information Technology Management*, 13 (2), 4-36.

63. Hutchinson, J., Wang, Y., & **Lai, F.** (2010). The Impact of Satisfaction Judgment on Behavioral Intentions: An Investigation of Golf Travelers. *Journal of Vacation Marketing*, 16 (1), 45-59.
64. Shani, A., Wang, Y., Hutchinson, J., & **Lai, F.** (2010). Applying Expenditure-based Segmentation on Special Interest Tourists: The Case of Golf Travelers. *Journal of Travel Research*, 49(3), 337-350.
65. **Lai, F.**, Griff, M., & Babin, B. (2009). How quality, value, image, and satisfaction create loyalty at a Chinese telecom. *Journal of Business Research*, 62 (10), 980-986.
66. Hutchinson, J., **Lai, F.**, & Wang, R. (2009). Understanding the Relationships of Quality, Value, Equity, Satisfaction, and Behavioral Intentions among Golf Travelers. *Tourism Management*, 30 (2), 298-308.
67. **Lai, F.**, Hsieh, C., Li, D., & Wang, J. (2009). Impact of Industry Type, Ownership, and Company Size on Chinese Firms' e-Business Strategy. *International Journal of Intercultural Information Management*, 1 (2), 143-165.
68. Chau, P., **Lai, F.***, & Li, D. (2008). What Factors Drive Internet Technologies Assimilation in China? *Communications of the ACM*, 51(9), 132-135.
69. **Lai, F.***, Li, D., Wang, Q., & Zhao, X. (2008). The Information Technology Capability of Third-Party Logistics Providers: A Resource-Based View and Empirical Evidence from China. *Journal of Supply Chain Management*, 44(3), 22-38.
70. Bai, C., **Lai, F.***, & Chen, Y. (2008). Conceptualizing Perceived Service Quality of Public Utilities: A Multi-Level Multi-Dimensional Model. *Total Quality Management & Business Excellence*, 19 (10), 1055-1070.
71. Wang, Q., Chu, Z., Zhou, Q., & **Lai, F.*** (2008). A comparative study on Third-Party Logistics in Mainland China and Hong Kong. *Transportation Journal*, 47(3), 48-58.
72. Wang, Q., **Lai, F.***, & Zhao, X. (2008). The Impact of Information Technology on the Financial Performance of Third-Party Logistics Firms in China. *Supply Chain Management: An International Journal*, 13(2), 138-150.
73. Tian, Y., **Lai, F.***, & Daniel, F. (2008). An Examination of the Nature of Trust in Logistics Outsourcing Relationship: Empirical Evidence from China. *Industrial Management & Data Systems*, 108 (3), 346-367.
74. **Lai, F.***, Zantow, K., Li, D., & Wang, Q. (2008). Linking Information Technology and Competitive Strategy: Evidence from China's Third-Party Logistics Industry. *Journal of International Technology and Information Management*, 14 (3/4), 247-262
75. **Lai, F.***, Wang, J., Hsieh, C., & Chen, V. (2007). On Network Externalities, E-Business Adoption and Information Asymmetry. *Industrial Management & Data Systems*, 107 (5), 728-746.
76. **Lai, F.***, Zhao, X., & Wang, Q. (2007). Taxonomy of information Technology strategy and its Impact on the performance of third-party logistics (3PL) in China. *International Journal of Production Research*, 45 (10), 2195-2218.
77. **Lai, F.***, Hutchinson, J., Li, D., & Bai, C. (2007). An empirical assessment of SERVQUAL in a Mainland China Mobile Communication company. *International Journal of Quality & Reliability Management*, 24 (3), 244-262.
78. Hsieh, C., **Lai, F.***, & Shi, W. (2006). Information Orientation and its Impacts on Information Asymmetry and e-Business Adoption: Evidence from China's International Trading Industry. *Industrial Management & Data Systems*, 106 (6), 825-840.

79. **Lai, F.***, Zhao, X., & Wang, Q. (2006). The Impact of Information Technology on the Competitive Advantage of Logistics Firms in China. *Industrial Management & Data Systems*, 109 (9), 1243-1271.
80. **Lai, F.***, Zhao, X., & Lee, T.S. (2006). Forecasting Model Evaluations in Material Requirements Planning (MRP) Systems. *International Journal of Internet and Enterprise Management*, 4 (4), 331-354.
81. **Lai, F.***, Li, D., Wang, J., & Hutchinson, J. (2006). An Empirical Investigation of the Effects of E-Readiness Factors on E-Business Adoption in China's International Trading Industry. *International Journal of Electronic Business*, 4 (3/4), 320-339.
82. Wang, Q., Zantow, K., **Lai, F.***, & Wang, X. (2006). Strategic Postures of Third-Party Logistics Providers in Mainland China. *International Journal of Physical Distribution and Logistics Management*, 36 (10), 793-819.
83. Yang, J., **Lai, F.**, & Yu, L. (2006). Harnessing value in knowledge acquisition and dissemination: strategic sourcing in product development. *International Journal of Technology Management*, 33 (2/3), 299-317.
84. **Lai, F.***, Hutchinson, J., & Zhang, G. (2005). Radio Frequency ID (RFID): Opportunities and Challenges in China. *International Journal of Retail & Distribution Management*, 33 (12), 905-916.
85. Lau, R.S.M., Zhao, X., & **Lai, F.** (2002). A Survey of MRPII Implementation and Benefits in China. *Production and Inventory Management Journal*, 65-71.
86. Zhao, X., **Lai, F.**, & Young, S. (2002). A Study of Manufacturing Resource Planning (MRPII) Implementation. *International Journal of Production Research*, 40 (14), 3461-3478.
87. Zhao, X., **Lai, F.**, & Lee, T.S. (2001). Evaluation of Safety Stock Methods in Multilevel Material Requirements Planning (MRP) Systems. *Production Planning and Control*, 12 (8), 794-803.

SERVICES

Editor and Editorial Board

1. Decision Sciences Journal, Associate Editor (2026 ~)
2. Information & Management, Guest Editor (2016~2018)
3. Electronic Commerce Research, Guest Editor (2015~2018)
4. Journal of Global Information Technology Management, Guest Editor (2011-2012)
5. Journal of Business Research, editorial board (2010 ~ 2022)

INDUSTRIAL CERTIFICATES

1. SAP Certificate by SAP America and University Alliance
2. Oracle Certified Professional (OCP) of Database Administration
3. IBM Certified Solutions Expert: DB2 Database Administration
4. IBM Certified Solutions Expert: DB2 Application Development
5. SUN Certified Solaris Unix Network Administrator (SCNA)
6. SUN Certified Solaris Unix System Administrator (SCSA)

