

Gensheng (Jason) Liu, Ph.D.

Associate Professor
Department of Marketing & Supply Chain Management
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ACADEMIC EXPERIENCE

- Associate Professor of Operations Management, Fogelman College of Business & Economics, University of Memphis, 2012 – Present
- Assistant Professor of Operations Management, Fogelman College of Business & Economics, University of Memphis, 2006 – 2012

EDUCATION

- Doctor of Philosophy, Operations & Management Science, Carlson School of Management, University of Minnesota, 2007
- Master of Engineering, Management Information Systems, School of Economics & Management, Tsinghua University, China, 1998
- Bachelor of Engineering, Management Information Systems, School of Economics & Management, Tsinghua University, China, 1996

RESEARCH INTERESTS

- Mass customization: contexts, characteristics and implementation
- Supply chain integration
- Empirical research methods

PUBLICATIONS

Refereed Journal Articles (with department journal ranking in parenthesis)

- Hardcopf, Rick, Gensheng (Jason) Liu, and Rachna Shah (2021) "Lean Production and Operational Performance: The Influence of Organizational Culture", *International Journal of Production Economics*, 235 (A)
- Liu, Gensheng (Jason), Weiyong Zhang, and Chungong Guo (2018), "Impacts of Supply Chain Planning and Integration on Mass Customization", *Journal of Manufacturing Technology Management*, 29 (3), 608-28. (A)
- Wu, Limen, Gensheng (Jason) Liu, and Hsiang-te Kung (2016), "The Evolution of Logistics Financial Formats and Operational Modes", *Logistics Sci-Tech*, 39 (11), 129-32. (in Chinese, not ranked)
- Wu, Limen, Gensheng (Jason) Liu, and Hsiang-te Kung (2016), "Research on Logistics Financial Formats and Operational Modes: Problems and Possible Solutions", *Logistics Engineering and Management*, 38 (9), 48-50. (in Chinese, not ranked)
- Liu, Gensheng (Jason), Rachna Shah, and Emin Babakus (2012), "When to Mass Customize: The Impact of Environmental Uncertainty", *Decision Sciences*, 43 (5), 851-87. (A+)
- Liu, Gensheng (Jason), Rachna Shah, and Roger G. Schroeder (2012), "The Relationships among Functional Integration, Mass Customization, and Plant Performance," *International Journal of Production Research*, 50 (3), 677-90. (A+)
- Liu, Gensheng (Jason), Mohammad M. Amini, Emin Babakus, and Marla B. Royne Stafford (2011), "Handling observations with low interrater agreement values," *Journal of Analytical Sciences, Methods, and Instrumentation*, 1 (2), 9-18.

- Peng, David Xiaosong, Gensheng (Jason) Liu, and Gregory R. Heim (2011), "Impacts of Information Technology on Mass Customization Capability of Manufacturing Plants", *International Journal of Operations & Production Management*, 31 (10), 1022-47. (A+)
- Liu, Gensheng (Jason) and George D. Deitz (2011), "Linking Supply Chain Management with Mass Customization Capability," *International Journal of Physical Distribution and Logistics Management*, 41 (7), 668-83. (A)
- Liu, Gensheng (Jason), Rachna Shah, and Roger G. Schroeder (2010), "Managing demand and supply uncertainties to achieve mass customization ability," *Journal of Manufacturing Technology Management*, 21 (8), 990-1012. (A)
- Liu, Gensheng (Jason), Kathleen McKone-Sweet, and Rachna Shah (2009), "Assessing the performance impact of supply chain planning in net-enhanced organizations," *Operations Management Research*, 2 (1-4), 33-43. (B)
- Liu, Gensheng (Jason), Rachna Shah, and Roger G. Schroeder (2006), "Linking Work Design to Mass Customization: A Sociotechnical Systems Perspective," *Decision Sciences*, 37 (4), 519-45. (A+)

Papers under Review

- Li, Ling, Weiyong Zhang, and Gensheng (Jason) Liu, "An Empirical Examination of Exploration and Exploitation on Logistics Performance", under 1st round review at *International Journal of Operations & Production Management* (A+)

Book Review

- Liu, Gensheng (Jason) (2002), "The Economics of Network Industries," *Electronic Markets*, 12 (3), 213-214.

Working Papers

- Liu, Gensheng (Jason), "A Taxonomy of Mass Customization and Its Implications for the Manufacturing Antecedents and Performance Consequences"
- Liu, Gensheng (Jason), George D. Deitz, and Emin Babakus, "Factors affecting interrater agreement of total quality management measures"
- Liu, Gensheng (Jason), and Emin Babakus, "The moderating role of rewards in empowerment's impact on employee engagement and job performance"
- Kushwaha, Siddhartha and Gensheng (Jason) Liu, "Closed Loop Supply Chain Management: A Systematic Literature Review"
- Kushwaha, Siddhartha, Gensheng (Jason) Liu, and Surajit Ghoshdastidar, "The Role of Consumers in Modular Recoverable Product Design"
- Liu, Gensheng (Jason), and Rachna Shah, "Investigating the Relationship between Strategic Consensus and Mass Customization"

Refereed Conference Proceedings

- Li, Ling, Weiyong Zhang, and Gensheng (Jason) Liu, "An Empirical Examination of Exploration and Exploitation on Logistics Performance," the 49th Annual Meeting of the Decision Sciences Institute (DSI), Chicago, IL, November 2018.
- Liu, Gensheng (Jason), "Integrating Supply Chains to Achieve Mass Customization Ability," 2014 International Conference on Advanced Education and Management (ICAEM), Beijing, China, January 4-5, 2014.
- Liu, Gensheng (Jason), George D. Deitz, and Emin Babakus, "Factors Affecting the Magnitudes of Interrater Agreement (IRA) Measures: A Comparative Study of r_{WG} and AD Indices," the 22nd Annual Conference of the Production and Operations Management Society (POMS), Reno, NV, April 29 - May 2, 2011.
- Liu, Gensheng (Jason), Mohammad M. Amini, and Emin Babakus, "Interrater Agreement: The Forest versus the Trees," the 41st Annual Meeting of the Decision Sciences Institute (DSI), San Diego, CA, November 2010.

- Liu, Gensheng (Jason) and George D. Deitz, "Linking Supply Chain Management with Mass Customization Capability," Society for Marketing Advances (SMA) 2010 annual conference, Supply Chain Management & Logistics track, Atlanta, GA, November 2010.
- Liu, Gensheng (Jason), Rachna Shah, and Roger G. Schroeder, "Managing Supply Chain Uncertainties to Achieve Mass Customization Ability," the 40th Annual Meeting of the Decision Sciences Institute (DSI), New Orleans, LA, November 2009.
- Peng, Xiaosong, Gensheng (Jason) Liu, and Gregory R. Heim, "Impacts of Information Technology Infrastructure on Mass Customization Capabilities," the 39th Annual Meeting of the Decision Sciences Institute (DSI), Baltimore, MD, November 2008.
- Liu, Gensheng (Jason), Rachna Shah, and Roger G. Schroeder, "Integrating Business Functions for Mass Customization and Plant Performance," the 38th Annual Meeting of the Decision Sciences Institute (DSI), Phoenix, AZ, November 2007.

Conference Presentations

- Liu, Gensheng (Jason), "Supply chain relationship initiation and termination: The impact of national culture and economic freedom," The 46th Annual Meeting of Decision Sciences Institute (DSI), Seattle, WA, November 2015.
- Liu, Gensheng (Jason), "Supply Chain Integration and Plant Performance: The Moderating Effect of Environment Uncertainty," The 45th Annual Meeting of Decision Sciences Institute (DSI), Tampa, FL, November 2014.
- Kushwaha, Siddhartha, Gensheng (Jason) Liu, and Surajit Ghoshdastidar, "The Role of Consumers in Closed Loop Supply Chain Management: A Literature Review," the 24th Annual Conference of the Production and Operations Management Society (POMS), Denver, CO, May 3-6, 2013.
- Kushwaha, Siddhartha and Gensheng (Jason) Liu, "Closed Loop Supply Chain: A Systematic Literature Review," the 43rd Annual Meeting of the Decision Sciences Institute (DSI), San Francisco, CA, November 2012.
- Shah, Rachna and Gensheng (Jason) Liu, "Determinants of Supplier Termination: An Empirical Examination," the 42nd Annual Meeting of the Decision Sciences Institute (DSI), Boston, MA, November 2011.
- Liu, Gensheng (Jason), Manus (Johnny) Rungtusanatham, Xiaowen Huang, and Mehmet Murat Kristal, "Mass Customization Strategies, the Corresponding Contextual Factors, and the Performance Consequences," the 22nd Annual Conference of the Production and Operations Management Society (POMS), Reno, NV, April 29 - May 2, 2011.
- Liu, Gensheng (Jason), George D. Deitz, and Emin Babakus, "Factors Affecting the Magnitudes of Interrater Agreement Measures: A Comparative Study of r_{WG} and AD Indexes," the 41st Annual Meeting of the Decision Sciences Institute (DSI), San Diego, CA, November 2010.
- Liu, Gensheng (Jason), Rachna Shah, and Roger G. Schroeder, "The Relationship between Supply Chain Integration and Mass Customization," 39th Annual Meeting of the Decision Sciences Institute (DSI), Baltimore, MD, November 2008.
- Liu, Gensheng (Jason) and Rachna Shah, "A Taxonomy of Mass Customization," 39th Annual Meeting of the Decision Sciences Institute (DSI), Baltimore, MD, November 2008.
- Peng, Xiaosong, Gensheng (Jason) Liu, and Gregory R. Heim, "The Contribution of Information Technology to Mass Customization Capabilities," 19th Annual Conference of the Production and Operations Management Society (POMS), La Jolla, CA, May 2008.
- Liu, Gensheng (Jason), Rachna Shah, and Roger G. Schroeder, "Supply Chain Uncertainty Management Strategies and Mass Customization," the 37th Annual Meeting of the Decision Sciences Institute (DSI), San Antonio, TX, November 2006.
- Liu, Gensheng (Jason), Roger G. Schroeder, and Rachna Shah, "Toward Mass Customization: Configurations and Implications," the 36th Annual Meeting of the Decision Sciences Institute (DSI), San Francisco, CA, November 2005.
- Liu, Gensheng (Jason), "A Configurational Approach to Mass Customization and its Implications for Work Design," Annual Meeting of the Academy of Management, Honolulu, HI, August 2005.

- Liu, Gensheng (Jason), "The Impact of Supply Chain Management on Mass Customization: A Conceptual Framework," the 35th Annual Meeting of the Decision Sciences Institute (DSI), Boston, MA, November 2004.

Other Academic Presentations

- Liu, Gensheng (Jason), "Supply Chain Management: Strategies and Emerging Trends", Research Seminar, School of Management and Economics, Hebei University of Science and Technology, China, December 26, 2013.
- Liu, Gensheng (Jason), George D. Deitz, and Emin Babakus, "Factors Affecting the Magnitudes of Interrater Agreement (IRA) Measures: A Comparative Study of r_{WG} and AD Indexes," Marketing and Supply Chain Management Department Research Seminar, University of Memphis, November 20, 2009.
- Liu, Gensheng (Jason), "Supply Chain Management: Strategies and Emerging Trends", seminars for second year EMBA students, Fogelman College of Business & Economics, University of Memphis, February 27, 2009 & April 3, 2009.

RESEARCH HONORS AND AWARDS

- Fogelman College Summer Research Grant, University of Memphis, 2020
- Fogelman College Summer Research Grant, University of Memphis, 2019
- Fogelman College Summer Research Grant, University of Memphis, 2017
- Fogelman College Summer Research Grant, University of Memphis, 2015
- Fogelman College Summer Research Grant, University of Memphis, 2014
- Fogelman College Summer Research Grant, University of Memphis, 2012
- University of Memphis Faculty Research Grant (FRG), 2011
- Fogelman College Summer Research Grant, University of Memphis, 2011
- Stern & El Ansary Award for Best Supply Chain Management and Logistics Paper, Society for Marketing Advances (SMA) annual conference, 2010
- Fogelman College Summer Research Grant, University of Memphis, 2009
- Fogelman College of Business Best Paper Award, Second place in the empirical category, 2006
- Finalist, *Decision Sciences* Best Article Award, 2006
- Doctoral Dissertation Fellowship, Carlson School of Management, University of Minnesota, 2005-2006

PHD STUDENT ADVISING

- Siddhartha Kushwaha, visiting PhD student from IBS Hyderabad, IFHE University, Hyderabad, India, 2012-2013

TEACHING INTERESTS

- Operations Management
- Operations Planning and Control
- Supply Chain Management
- Quality Management
- Business Statistics
- Quantitative Methods and Research Methods

TEACHING EXPERIENCE

Instructor, Fogelman College of Business & Economics, University of Memphis

- SCMS 7313 – Supply Chain Operations Management, MBA core, 32 sections (including 3 Executive MBA sections and 3 online sections)
- SCMS 4510/6510 – Operations Planning and Control, undergraduate & graduate, 16 sections
- SCMS 3510 – Operations Management, undergraduate, 34 sections (including 4 online sections)
- SCMS 2710 – Business Statistics, undergraduate core, 3 sections (including 2 online sections)

Instructor, Carlson School of Management, University of Minnesota

- OMS 3001 – Introduction to Operations Management, 1 section, undergraduate core
- OMS 2550 – Business Statistics, 1 section, undergraduate core

Other Teaching Experiences

- Graduate Assistant, Twin Cities Bush Foundation Grant Project “Promoting Student Learning in Large Classes: Redesigning OMS 2550 – Business Statistics”, 2005
- Participant, Program for the Advancement of Classroom Excellence, Operations & Management Science department, Carlson School of Management, Spring 2004 & 2005
- Participant, graduate course “Teaching in Higher Education”, GRAD 8101, Center for Teaching & Learning Services, University of Minnesota, Summer 2005
- Participant, Active Learning & Classroom Assessment Techniques workshop, Operations & Management Science department, Carlson School of Management, April 22, 2005

TEACHING HONORS AND AWARDS

- Marketing and Supply Chain Management Department Outstanding Teacher Award, Finalist, 2018
- Marketing and Supply Chain Management Department Outstanding Teacher Award, Finalist, 2017
- Marketing and Supply Chain Management Department Outstanding Teacher Award, Finalist, 2012
- Fogelman College of Business & Economics eCourseware Certificate, 2010
- Nominated for the Thomas W. Briggs Foundation’s *Excellence in Teaching* award, University of Memphis, 2007-2008
- Teacher-Training Certificate, Program for the Advancement of Classroom Excellence, certified by Graduate School, Center for Teaching & Learning Services, and Operations & Management Sciences Department, University of Minnesota, 2005
- Outstanding Teaching Assistant Award, Graduate School, University of Minnesota, 2005
- Certificate of appreciation for participation in the Bush Foundation Grant for *Innovation Teaching and Technology Strategies*, 2004-2005

ACADEMIC SERVICE

Professional Service

- Editorial review board, *Journal of Supply Chain Management*, from 2011
- Ad hoc reviewer, *Journal of Manufacturing Technology Management*, 2023
- Ad hoc reviewer, *Journal of Manufacturing Technology Management*, 2022
- Ad hoc reviewer, *American Journal of Business*, 2022
- Ad hoc reviewer, *EBSCO*, 2022
- Ad hoc reviewer, *Production & Operations Management Journal*, 2021
- Ad hoc reviewer, *Production & Operations Management Journal*, 2020 (2 manuscripts)
- Ad hoc reviewer, *Journal of Manufacturing Technology Management*, 2019
- Ad hoc reviewer, *Production & Operations Management Journal*, 2018

- Ad hoc reviewer, *Operations Management Research Journal*, 2018
- Ad hoc reviewer, *Decision Sciences Journal*, 2016 (2 manuscripts)
- Ad hoc reviewer, *International Journal of Production Research*, 2016
- Ad hoc reviewer, *Production Planning and Control Journal*, 2016
- Ad hoc reviewer, *International Journal of Production Research*, 2015
- Ad hoc reviewer, *International Journal of Production Research*, 2014
- Ad hoc reviewer, *Decision Sciences Journal*, 2013
- Ad hoc reviewer, *International Journal of Operations and Production Management*, 2013
- Ad hoc reviewer, *Production & Operations Management Journal*, 2012
- Ad hoc reviewer, *International Journal of Production Research*, 2011
- Ad hoc reviewer, *Decision Sciences Journal*, 2011
- Ad hoc reviewer, *Journal of Manufacturing Technology Management*, 2011
- Ad hoc reviewer, *Society for Marketing Advances (SMA) annual conference, Supply Chain Management and Logistics Track*, 2011
- Ad hoc reviewer, *International Journal of Production Economics*, 2010
- Ad hoc reviewer, *International Journal of Operations and Production Management*, 2009
- Ad hoc reviewer, *Production & Operations Management Journal*, 2008
- Case study reviewer, *Council of Supply Chain Management Professionals (CSCMP) annual conference*, 2008
- Undergraduate paper competition reviewer, *Council of Supply Chain Management Professionals (CSCMP) annual conference*, 2008
- Ad hoc reviewer, *International Journal of Flexible Manufacturing Systems*, 2004
- Session chair, various conference sessions, 2006-2015

Institutional Service

- Faculty senator, from Fall 2023
- Chair, department undergraduate curriculum committee, 2021-present
- Chair, department journal ranking committee, 2022-present
- Department analytics ad hoc committee, 2021-present
- Provost's task force on academic integrity, 2022-2023
- Department instructor search committee, 2022
- Served as Dr. George Deitz's proxy in the college PhD sub-council's best paper competition committee, 2021
- Department PhD Comprehensive exam grader, 2021
- Department SCM faculty search committee, 2019-2020
- Co-chair, FCBE continuous improvement committee, 2018-2019
- FCBE IMBA close-the-loop committee, 2017-2019
- FCBE continuous improvement committee, 2015-2018
- Department doctoral curriculum committee, 2012-present
- Department graduate curriculum committee, 2009-present
- Department tenure and promotion committee, 2012-present
- Department Supply Chain Management major committee, 2007-present
- Panelist, Tenure and Promotion Workshop, University of Memphis, October 21, 2016
- Panelist, Tenure and Promotion Workshop, University of Memphis, October 23, 2015
- Department SCM faculty search committee, 2014-2015
- Department instructor search committee, 2014

- University of Memphis faculty research grant committee - Social Sciences, Business and Law, 2012-2014
- Visiting PhD student mentor, 2012-2013
- Department instructor search committees (2), 2012
- Department faculty search committee, 2011-2012
- Fogelman college EMBA program close-the-loop committee, 2011
- Department faculty search committee, 2010-2011
- Course redesign committee for EMBA ISDS7110 - Quantitative Tools for Managers, 2010
- Department instructor search committee, 2009
- Department faculty search committee, 2007-2008
- Department undergraduate curriculum committee, 2007-2012

INDUSTRIAL EXPERIENCE

- Operations Manager, Accounting Center of China Aviation, Beijing, China, 1998-2001

PROFESSIONAL AFFILIATIONS

- Decision Sciences Institute (DSI)
- Production & Operations Management Society (POMS)
- Academy of Management (AoM)