Research Notes: Ricky Tan

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Ricky Tan's paper "Social Promotion: A Creative Promotional Framework on Consumers' Social Network Value," co-authored with Haibig Gao of Renmin University, Huazhong Zhao of City University of Hong Kong, Lisa Lin of Hong Kong Baptist University, and Lai Wei of Shanghai Jiaotong University, has been accepted for publication in *Production and Operations Management.* Tan is an assistant professor of management science.