

University of Houston System Board of Regents

Introduction

Organization: University of Houston

Type of Appointment:	Appointment
Name:	Dr. Xianjun Geng
To Title:	Dean, C.T. Bauer College of Business
Effective Date:	May 1, 2025

Biographical Sketch:

Xianjun Geng is the Dean of the Bauer College of Business at the University of Houston, starting May 1, 2025. Previously, Geng was a Professor of Management Science and Freeman School Distinguished Chair in Business at the A. B. Freeman School, Tulane University.

In Tulane, Geng served as the Senior Associate Dean for Academic Programs, overseeing all aspects of both undergraduate and graduate educational programs in the Freeman School of Business. Under his leadership, the Freeman full-time MBA program was redesigned as a STEM-designated program with pillars in data-driven decision making and cross-functional experiential learning and saw its ranking in US News moved up 38 spots from 2021 to 2025. Geng also led the STEM-designation of all of Freeman's specialized master's programs, the revision of their curricula including specializations to align with market trends, and the creation of new online and flexible programs. He also oversaw the launch of multiple market-driven minor and certificate programs at the undergraduate level, the newest of which is a certificate program in artificial intelligence. Externally, Geng led in rebuilding, strengthening and expanding Freeman's international partnership programs post pandemic.

Geng has extensive teaching experience in business analytics and information technology management at undergraduate, master's and doctoral levels, and has received multiple student-voted teaching awards. Geng's research interests include pricing, supply chain management, business analytics, information security and behavioral economics. His work has appeared in Management Science (in IS, Marketing and OM departments), Information Systems Research, MIS Quarterly, Journal of Management Information Systems, Production and Operations Management, Journal of Marketing, Marketing Science, Journal of Retailing and other academic journals. He has received multiple awards for his research. Geng's previous editorial services in the leading business journals include Senior Editorship for Production and Operations Management and Associate Editorship for Management Science, Information Systems Research and MIS Quarterly.

Geng received his Bachelor of Engineering, Bachelor of Economics and Master of Engineering from Tsinghua University, Beijing, China, and Ph.D. in Information Systems from the University of Texas at Austin. Prior to Tulane University, he served on the faculty at the University of Texas at Dallas and at the University of Washington.