

# Ruomeng Cui

## CONTACT

Goizueta Business School  
Emory University  
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## EMPLOYMENT

Assistant Professor, Goizueta Business School, Emory University 2017 -  
Assistant Professor, Kelley School of Business, Indiana University 2014 - 2017  
Consultant, Demand Planning Division, PepsiCo Inc., Chicago Summer 2011

## EDUCATION

Kellogg School of Management, Northwestern University, Evanston, IL  
Ph.D., Operations Management 2014  
M.Sc., Operations Management 2013  
Tsinghua University, Beijing, China  
B.Sc., Industrial Engineering 2009

## RESEARCH INTERESTS

Empirical operations management, Information sharing, Retail operations, Consumer behavior  
Supply chain management, Government Procurement

## PUBLICATIONS

1. **Cui, R.**, D. Zhang and A. Bassamboo. 2017. Learning from Inventory Availability Information: Evidence from Field Experiments on Amazon. Forthcoming *Management Science*.
  - Selected for Behavioral Operations Conference 2016. Selected for Supply Chain Management SIG of MSOM 2017.
  - Media Coverage, "What Makes an Online Flash Sale Successful?", Kellogg Insight.
2. **Cui, R.**, S. Gallino, A. Moreno and D. Zhang. 2017. The Operational Value of Social Media Information. *Production & Operations Management*, Article in Advance.
  - Media Coverage, "Want to Improve Your Sales Forecast? Check Your Company's Facebook Feed", Kellogg Insight.
3. **Cui, R** and H. Shin. 2017. Sharing Aggregate Inventory Information with Customers: Strategic Cross-selling and Shortage Reduction. *Management Science*, Article in Advance.

4. **Cui, R.**, G. Allon, A. Bassamboo and J. Van Mieghem. 2015. Information Sharing in Supply Chains: An Empirical and Theoretical Valuation. *Management Science*, 61(11): 2803-2824.

- Selected for Supply Chain Management SIG of MSOM 2013, Finalist for Supply Chain Student Paper Competition at POMS 2014. Selected for Wharton Empirical Workshop in Operations Management 2013.

## PRACTITIONER PUBLICATIONS

1. **Cui, R.**, J. Li and D. Zhang. 2017. A Better Way to Fight Discrimination in the Sharing Economy. *Harvard Business Review*.

## PAPERS UNDER REVIEW

1. Calvo, E., **R. Cui** and J. Serpa. 2017. Oversight and Efficiency on Public Projects: A Regression Discontinuity Analysis. Major revision under third round review at *Management Science*.

2. **Cui, R.**, J. Li and D. Zhang. 2016. Discrimination with Incomplete Information in the Sharing Economy: Evidence from Field Experiments on Airbnb. Major revision under second round revision at *Management Science*.

- Winner in the Behavioral Operations Best Working Paper Award 2017.
- Selected for Behavioral Decision Research in Management Conference 2018. Selected for Third Workshop on Marketplace Innovation 2017. Selected for Behavioral Operations Conference 2017.
- Media Coverage, "New Research Looks At Ways To Help Stop Airbnb Racial Discrimination", U.S. National Public Radio.
- Media Coverage, "No Simple Fix to Weed Out Racial Bias in the Sharing Economy", Globe And Mail.
- Media Coverage, "Posting Reviews May Discourage Sharing Economy Discrimination", Consumeraffairs.
- Media Coverage, "Star Wars, la Bella y la Bestia y la discriminacin", SDPnoticias.

3. Bassamboo, A., **R. Cui** and A. Moreno. 2016. Wisdom of Crowds: Forecasting Using Prediction Markets.

- Media Coverage, "Using Prediction Markets for Accurate Forecasts", OnAnalytics.

## WORKING PAPERS

1. Wagner, L., E. Calvo and **R. Cui**. 2018. Value of Inventory Countdown Information on Retail Platforms.

2. **Cui, R.**, M. Li and Q. Li. 2018. Value of Logistics Option: Evidence from Alibaba.

3. **Cui, R.**, M. Li, J. Li and L. Yu. 2018. Discrimination in Global Procurement: Field Experiments on Alibaba.com.

4. **Cui, R.** and M. Li. 2018. Data Sharing: Altruism and Usage Pooling.

## **TEACHING**

- Mini Course
  - Data-driven Decision Making, Co-Teach, MEM Core at Tsinghua University (October 2017, January and March 2018)
- Goizueta Business School, Emory University
  - MBA 653, Operations Strategy, MBA Elective (Spring 2018)
  - BBA 453, Operations Strategy, BBA Elective (Spring 2018)
- Kelley School of Business, Indiana University
  - K635, Causal Inference in Operations Management Research, Ph.D. Elective (Spring 2017)
  - P561, Supply Chain Management and Technologies, MSIS Elective (Spring 2016)
  - P509, Supply Chain Operations, Accounting MBA Core (Spring 2016)
  - P421, Supply Chain Management, Undergraduate Elective (Fall 2014, Fall 2015, Fall 2016)
  - K635, Emerging Areas in Operations Management, Ph.D. Elective (Spring 2015)
- Kellogg School of Management, Northwestern University (Teaching Assistant)
  - OPNS-440, Designing and Managing Business Processes, MBA Core (2010 - 2014)
  - OPNS-455, Operations Strategy, MBA Elective (2012 - 2013)
  - OPNS-521, Foundation of Operations Management, Ph.D. Course (2012 - 2013)

## **INVITED RESEARCH SEMINARS**

- Institute for Quantitative Theory and Methods, Emory University, Atlanta, GA, September, 2018
- Kenan-Flagler Business School, University of North Carolina at Chapel Hill, Chapel Hill, NC, June, 2018
- SC Johnson College of Business, Cornell University, Ithaca, NY, May, 2018
- JD.Com, Beijing, China, March, 2018
- Harvard Business School, Harvard University, Boston, MA, February, 2018
- Cheung Kong Graduate School of Business, Beijing, China, December, 2017
- New York University Shanghai, Shanghai, China, December, 2017
- Stern School of Business, New York University, New York, NY, November, 2017
- Simon School of Business, University of Rochester, Rochester, NY, October, 2017
- Foster School of Business, University of Washington, Seattle, WA, October, 2017
- Didi Chuxing Corp, Beijing, China, August, 2017
- University of Electronic Science and Technology of China, Chengdu, China, July, 2017

- School of Economics and Management, Tsinghua University, Beijing, China, July, 2017
- Industrial Engineering Department, Tsinghua University, Beijing, China, July, 2017
- Shanghai University of Finance and Economics, Shanghai, China, June, 2017
- Fudan University, Shanghai, China, June, 2017
- Shanghai Jiaotong University, Shanghai, China, June, 2017
- Rady School of Management, University of California San Diego, La Jolla, CA, March, 2017
- Fuqua School of Business, Duke University, Durham, NC, February, 2017
- Goizueta Business School, Emory University, Atlanta, GA, January, 2017
- Industrial Engineering Department, Tsinghua University, Beijing, China, December, 2016
- Questrom School of Business, Boston University, Boston, MA, November, 2016
- Darden School of Business, University of Virginia, Charlottesville, VA, November, 2016
- Vlerick Business School, Ghent University, Ghent, Belgium, June, 2016
- Rutgers University, Newark, NJ, December, 2014
- Stanford Graduate School of Business, Palo Alto, CA, February, 2014
- INSEAD, Fontainebleau, France, January, 2014
- University of Illinois at Chicago, Chicago, IL, January, 2014
- Cleveland State University, Cleveland, OH, January, 2014
- Kelley School of Business, Indiana University, Bloomington, IN, December, 2013
- HKUST, Hong Kong, China, December, 2013

## **MEDIA COVERAGES**

- [3 Questions to Answer Before Shopping on Super Saturday](#). 12-Dec-2017. NerdWallet.

## **HONORS AND AWARDS**

- Winner of 2017 INFORMS BOM Section Best Working Paper for *“Discrimination with Incomplete Information in the Sharing Economy: Evidence from Field Experiments on Airbnb.”*
- 2017 Management Science Distinguished Service Award
- 2017, 2016 M&SOM Meritorious Service Award
- Finalist in Supply Chain Management Student Paper Competition at POMS 2014 for *“Information sharing in supply chains: An empirical and theoretical valuation.”*
- Graduate Fellowship, Kellogg School of Management, 2009 - 2014
- Ranked 1st, Department of Industrial Engineering, Tsinghua University, Beijing, China, 2009

## CONFERENCES AND WORKSHOPS

- Value of Inventory Countdown Information on Retail Platforms
  - Retail Analytics Workshop, Chapel Hill, NC, June, 2018
  - OTIM Symposium, Ithaca, NY, May, 2018
- Discrimination with Incomplete Information in the Sharing Economy: Field Evidence from Airbnb
  - INFORMS Conference, Houston, TX, 2017
  - Third Workshop on Marketplace Innovation, Palo Alto, CA, 2017
- Oversight and Efficiency on Public Projects: A Regression Discontinuity Analysis
  - INFORMS Conference, Houston, TX, 2017
  - POMS Conference, Seattle, WA, 2017
  - INFORMS Conference, Nashville, TN, 2016
- Learning from Inventory Availability Information: Field Evidence from Amazon
  - OTIM Symposium, Ithaca, NY, May, 2018
  - Goizueta Business Experimentation Symposium, Atlanta, Georgia, 2018
  - Fashion Retailing Conference, Montreal, Canada, 2018
  - MSOM Supply Chain SIG Conference, Chapel Hill, NC, 2017
  - INFORMS Conference, Houston, TX, 2017
  - POMS Conference, Seattle, WA, 2017
  - INFORMS Conference, Nashville, TN, 2016
  - Forecasting Center Workshop, Ghent, Belgium, 2016
  - POMS Conference, Orlando, FL, 2016
- The Wisdom of Crowds in Supply Chains: Forecasting Using Prediction Markets
  - INFORMS Conference, Nashville, TN, 2016
  - Forecasting Center Workshop, Ghent, Belgium, 2016
  - POMS Conference, Orlando, FL, 2016
  - INFORMS Conference, Philadelphia, PA, 2015
  - POMS Conference, Washington DC, 2015
- The Operational Value of Social Media Information
  - Forecasting Center Workshop, Ghent, Belgium, 2016
  - POMS Conference, Orlando, FL, 2016
  - INFORMS Conference, Philadelphia, PA, 2015
  - POMS Conference, Washington DC, 2015
  - INFORMS Conference, San Francisco, CA, 2014
- Information Sharing in Supply Chains: An Empirical and Theoretical Valuation
  - Forecasting Center Workshop, Ghent, Belgium, 2016
  - POMS Conference, Washington DC, 2015

INFORMS Conference, San Francisco, CA, 2014  
POMS Conference, Atlanta, GA, 2014  
Wharton Empirical Workshop in Operations Management, Philadelphia, PA, 2013  
INFORMS Conference, Minneapolis, MN, 2013  
MSOM Supply Chain SIG Conference, Fontainebleau, France, 2013  
INFORMS Conference, Phoenix, AZ, 2012

- Sharing Aggregate Inventory Information with Customers: Strategic Cross-selling and Shortage Reduction

POMS Conference, Washington DC, 2015  
INFORMS Conference, San Francisco, CA, 2014  
POMS Conference, Atlanta, GA, 2014  
INFORMS Conference, Minneapolis, MN, 2013  
POMS Conference, Chicago, IL, 2012  
INFORMS Conference, Charlotte, NC, 2011

## **PROFESSIONAL SERVICE**

Program Committee for CIST in 2018

Advisory Committee for Australian Research Council Discovery Projects in 2018

Judge for INFORMS Behavioral Operations Management Section Best Working Paper Award in 2017

Judge for MSOM Student Paper Competition in 2017, 2018

Judge for POMS Supply Chain Management College Best Student Paper Competition in 2016, 2017, 2018

Judge for Service SIG of MSOM 2018

Judge for Supply Chain Management SIG of MSOM 2017, 2018

Judge for SCOMA case competition, Kelley School of Business, Indiana University

Invited Session Chair at INFORMS conferences in 2017

Invited Session Chair at POMS conferences in 2015, 2016, 2017

Referee for Management Science, Manufacturing and Service Operations Management, Production and Operations Management, Information Systems Research, Journal of Operations Management, Decision Science, Research Grants Council of Hong Kong

## **CERTIFICATIONS**

R Programming, Coursera Verified Certificates, License 53C8Y6QY7T

Statistical Inference, Coursera Verified Certificates, License 32APEUP4WG

Regression Models, Coursera Verified Certificates, License AXLJ2CQTYX

Exploratory Data Analysis, Coursera Verified Certificates, License WMBSCFYVSV

Getting and Cleaning Data, Coursera Verified Certificates, License 3BEMS3QBKF

The Data Scientist's Toolbox, Coursera Verified Certificates, License WWRV2T8TK7

Practical Machine Learning, Coursera Verified Certificates, License WQDJJAKQ8Y

Reproducible Research, Coursera Verified Certificates, License 7RMG7L5HXX

Developing Data Products, Coursera Verified Certificates, License M8HKRSUBVC