Ruomeng Cui

Contact

Goizueta Business School	(404) 727 4775
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Employment

Assistant Professor, Goizueta Business School, Emory University	2017 -
Assistant Professor, Kelley School of Business, Indiana University	2014 - 2017

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

Operations strategy, Retail platform, B2B marketplace, Supply chain
Information sharing, Consumer behavior

Publications

1. **Cui, R**., J. Li and D. Zhang. 2018. Reducing Discrimination with Reviews in the Sharing Economy: Evidence from Field Experiments on Airbnb. ***Management Science***. Forthcoming.

    - 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.

2. Calvo, E., **R. Cui** and J. Serpa. 2018. Oversight and Efficiency on Public Projects: A Regression Discontinuity Analysis. ***Management Science***. Forthcoming.

3. **Cui, R**., D. Zhang and A. Bassamboo. 2018. Learning from Inventory Availability Information: Evidence from Field Experiments on Amazon. ***Management Science***. Article in Advance.

   - 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.

4. **Cui, R**., S. Gallino, A. Moreno and D. Zhang. 2017. The Operational Value of Social Media Information. ***Production & Operations Management***, 27(10): 1749-1769.

   - Media Coverage, "Want to Improve Your Sales Forecast? Check Your Company's Facebook Feed," Kellogg Insight.

5. **Cui, R** and H. Shin. 2018. Sharing Aggregate Inventory Information with Customers: Strategic Cross-selling and Shortage Reduction. ***Management Science***, 64(1): 381-400.

6. **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

7. **Cui, R**. Logistics Strategy on Retail Platforms. ***Harvard Business Review China***, Magazine Article, 2018, November: 046-047. (哈佛商业评论中文版：电商的物流战略，*2018 年 11 月版，046-047 页*)

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

Papers Under Review

9. **Cui. R**., M. Li and Q. Li. 2018. Value of High-Quality Logistics: Evidence from a Clash between SF Express and Alibaba. Major revision at ***Management Science***.

   - Media Coverage, "Logistics Strategy on Retail Platforms," HBR China.

10. Wagner, L., E. Calvo and **R. Cui**. 2018. The Value of Disclosing Product Availability on Retail Platforms. Major revision at ***Manufacturing & Service Operations Management***, Practice Based Research Competition.

11. **Cui. R**., M. Li, J. Li and L. Yu. 2018. Wholesale Price Discrimination in Global Sourcing: Field Evidence from Alibaba. Under Review at ***Management Science***.

12. Bassamboo, A., **R. Cui** and A. Moreno. 2018. Wisdom of Crowds in Operations: Forecasting Using Prediction Markets. Under review at ***Production & Operations Management***.

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

Working Papers

13. **Cui. R** and T. Sun. 2018. Sooner or Later? Learning from Delivery Speed Information.
14. **Cui. R**, M. Li, and K. Zhang. 2018. Data Sharing: Capacity Pooling and Social Trust in Wireless Plans.
15. **Cui. R**., M. Li and J. Serpa. 2019. Lead Time and Wholesale Pricing in B2B marketplaces.
16. **Cui. R**., D. Hao and M. Li. 2019. Double Marginalization and Order Quantity.
17. **Cui, R**., G. Allon, A. Bassamboo and J. Van Mieghem. 2014. Constant Days of Inventory (ConDOI) Replenishment Policy.

Teaching

- Mini Course

   Data-driven Decision Making, MEM Core at Tsinghua University (Oct 2017, Jan and Mar 2018)

- Goizueta Business School, Emory University

   ACE 653, Operations Strategy, Part-time MBA Elective (Spring 2019)
   MBA 653, Operations Strategy, MBA Elective (Spring 2018, 2019)
   BBA 453, Operations Strategy, BBA Elective (Spring 2018, 2019)

- 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)

Invited Research Seminars

- Harvard Business School, Harvard University, Boston, MA, January, 2019
- Business School, Chinese University of Hong Kong, Hong Kong, China, December, 2018
- Business School, University of Hong Kong, Hong Kong, China, December, 2018
- Carlson School of Management, University of Minnesota, Minnesota, MN, November, 2018
- Mendoza College of Business, University of Notre Dame, Notre Dame, IN, October, 2018
- IESE Business School, University of Navarra, Barcelona, Spain, September, 2018
- Institute for Quantitative Theory and Methods, Emory University, Atlanta, GA, September, 2018
- Robert H. Smith School of Business, University of Maryland, College Park, MD, 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
- Hong Kong University of Science and Technology, 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."*
- 2018 Management Science Meritorious Service Award
- 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

- INFORMS Annual Conference 2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018
- Kellogg Operations Conference, Evanston, IL, 2018
- Retail Analytics Workshop, Chapel Hill, NC, 2018
- OTIM Symposium, Ithaca, NY, 2018
- Goizueta Business Experimentation Symposium, Atlanta, GA, 2018
- Fashion Retailing Conference, Montreal, Canada, 2018
- MSOM Society Annual Meeting 2013, 2017
- POMS Conference, 2012, 2014, 2015, 2016, 2017
- Forecasting Center Workshop, Ghent, Belgium, 2016
- Wharton Empirical Workshop in Operations Management, Philadelphia, PA, 2013

Professional Service

Track Chair for Empirical Research in Operations Management Track at POMS Conference in 2019

Program Committee for CIST in 2018

Co-organizer for Information Systems and Operations Management Workshop on Empirical Research in 2018, Goizueta Business School, Emory University

Advisory Committee for Australian Research Council Discovery Projects in 2018

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 INFORMS Behavioral Operations Management Section Best Working Paper Award in 2017

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, Journal of Housing Economics, IIE Transactions

Industry Experience

Consultant, Demand Planning Division, PepsiCo Inc., Chicago, Summer 2011

Consultant, Strategy Division, JD.com, Beijing, China, March, 2018

Certifications

Coursera Verified Certificates: R Programming, License 53C8Y6QY7T; Statistical Inference, License 32APEUP4WG; Regression Models, License AXLJ2CQTYX; Exploratory Data Analysis, License WMBSCFYVSV; Getting and Cleaning Data, License 3BEMS3QBKF; The Data Scientist's Toolbox, License WWRV2T8TK7; Practical Machine Learning, License WQDJJAKQ8Y; Reproducible Research, License 7RMG7L5HWX; Developing Data Products, License M8HKRSUBVC.