

Ruomeng Cui

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SSRN: https://papers.ssrn.com/sol3/cf_dev/AbsByAuth.cfm?per_id=2467612

Google Scholar: <https://scholar.google.com/citations?user=Ncpx6cAAAAJ>

ACADEMIC APPOINTMENTS

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, Data-driven operations, Information sharing, Consumer behavior

EDITORIAL POSITIONS

Senior Editor. *Production and Operations Management*, 2019 - present

HONORS AND AWARDS

- Finalist of 2019 MSOM Practice-Based Paper Competition
 - "Disclosing Product Availability in Online Retail"
- Winner of 2017 INFORMS BOM Section Best Working Paper
 - "Discrimination with Incomplete Information in the Sharing Economy: Evidence from Field Experiments on Airbnb"
- Finalist of 2014 Supply Chain Management Student Paper Competition at POMS
 - "Information Sharing in Supply Chains: An Empirical and Theoretical Valuation"
- 2018 Management Science Meritorious Service Award
- 2017 Management Science Distinguished Service Award
- 2018, 2017, 2016 M&SOM Meritorious Service Award
- Graduate Fellowship, Kellogg School of Management, 2009 - 2014
- Ranked 1st, Department of Industrial Engineering, Tsinghua University, Beijing, China, 2009

PUBLICATIONS

1. **Cui, R.**, M. Li and Q. Li. 2019. Value of High-Quality Logistics: Evidence from a Clash between SF Express and Alibaba. *Management Science*. Forthcoming.
 - Industry impact, invited to present at The Home Depot, and Roadie.
 - Media coverage, "Logistics Strategy on Retail Platforms," HBR China.
 - Media coverage, "Businesses that Experience Delivery Outages Feel Long-term Impact," Atlanta Business Chronicle.
 - Media coverage, "Delivery Partnerships Key for Online Sellers," Emory Business.
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.**, 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. NPR.
 - 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.
4. **Cui, R.**, D. Zhang and A. Bassamboo. 2019. Learning from Inventory Availability Information: Evidence from Field Experiments on Amazon. *Management Science*, 65(3): 1216-1235.
 - 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.
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.**, 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.
7. **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

8. **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)
9. **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

10. Wagner, L., E. Calvo and **R. Cui**. 2019. Disclosing Product Availability in Online Retail. Major under second-round review at *Manufacturing & Service Operations Management*, Practice Based Research Competition.
 - Finalist of 2019 MSOM Practice-Based Paper Competition
11. Bassamboo, A., **R. Cui** and A. Moreno. 2018. Wisdom of Crowds in Operations: Forecasting Using Prediction Markets. Major revision at *Production & Operations Management*.
 - Media Coverage, "Using Prediction Markets for Accurate Forecasts," OnAnalytics.
12. **Cui, R.**, M. Li, J. Li and L. Yu. 2018. Wholesale Price Discrimination in Global Sourcing. Major revision at *Manufacturing & Service Operations Management*.

WORKING PAPERS

13. **Cui, R** and T. Sun. 2018. Sooner or Later? Learning from Delivery Speed Information.
14. **Cui, R.**, D. Hao and M. Li. 2019. Double Marginalization and Order Quantity.
15. **Cui, R.**, G. Allon, A. Bassamboo and J. Van Mieghem. 2014. Constant Days of Inventory (ConDOI) Replenishment Policy.

TEACHING

Goizueta Business School, Emory University

ACE 653, Operations Strategy, EvMBA Elective (Summer 2019)
MBA 653, Operations Strategy, MBA Elective (Spring 2018, 2019)
BBA 453, Operations Strategy, BBA Elective (Spring 2018, 2019)

Tsinghua University

Data-driven Decision Making, Co-teach MEM Core (Oct 2017, Jan and Mar 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, 2015, 2016)
K635, Emerging Areas in Operations Management, Ph.D. Elective (Spring 2015)

INVITED RESEARCH SEMINARS

Academic Seminars

- Jun 2019 City University of Hong Kong, OM seminar
- Jun 2019 University of Hong Kong, Platform Competition Conference
- May 2019 Harvard Business School, Consortium for Operational Excellence in Retailing (COER)
- Apr 2019 UT Austin, McCombs School of Business, Ph.D. Seminar
- Mar 2019 Harvard Business School, Platform Strategy Research Conference
- Jan 2019 Harvard University, Harvard Business School, TOM Seminar
- Dec 2018 Chinese University of Hong Kong, Decision Sciences and Managerial Economics Seminar
- Dec 2018 University of Hong Kong, Innovation and Information Management Seminar
- Nov 2018 University of Minnesota, Carlson School of Management, OM Seminar
- Oct 2018 University of Notre Dame, Mendoza College of Business, OM Seminar
- Sep 2018 IESE Business School, PTOM Seminar
- Sep 2018 Emory University, Institute for Quantitative Theory and Methods Seminar
- Sep 2018 University of Maryland, Robert H. Smith School of Business, DOIT Seminar
- Feb 2018 Northwestern University, Kellogg School of Management, Kellogg Operations Conference
- Jun 2018 UNC Kenan-Flagler Business School, Retail Analytics Workshop
- May 2018 Cornell University, SC Johnson College of Business, OTIM Symposium Seminar
- Feb 2018 Harvard University, Harvard Business School, Digital Initiative Seminar
- Dec 2017 Cheung Kong Graduate School of Business, OM Seminar
- Dec 2017 New York University Shanghai, OM Seminar
- Nov 2017 New York University, Stern School of Business, OM Seminar
- Oct 2017 University of Rochester, Simon School of Business, OMIS Seminar
- Oct 2017 University of Washington, Foster School of Business, ISOM Seminar
- Jul 2017 University of Electronic Science and Technology of China, OM Seminar
- Jul 2017 Tsinghua University, School of Economics and Management Seminar
- Jul 2017 Tsinghua University, Industrial Engineering Seminar
- Jun 2017 Shanghai University of Finance and Economics, OM Seminar
- Jun 2017 Fudan University , OM Seminar
- Jun 2017 Shanghai Jiaotong University, OM Seminar
- May 2017 UCSD, Rady School of Management, ITO Seminar
- Feb 2017 Duke University, Fuqua School of Business, OM Seminar
- Jan 2017 Emory University, Goizueta Business School, ISOM Seminar
- Dec 2016 Tsinghua University, Industrial Engineering Seminar
- Nov 2016 Boston University, Questrom School of Business, OTM Seminar
- Nov 2016 University of Virginia, Darden School of Business, TOM Seminar
- Jun 2016 Ghent University, Vlerick Business School, Operations & Supply Chain Management Seminar
- Dec 2014 Rutgers University, Supply Chain Management Department Research Seminar
- Feb 2014 Stanford University, Stanford Graduate School of Business, OIT Seminar
- Jan 2014 INSEAD (Fontainebleau), TOM Seminar

Jan 2014 University of Illinois at Chicago, Information & Decision Sciences Seminar

Dec 2013 Indiana University, Kelley School of Business, ODT Seminar

Dec 2013 Hong Kong University of Science and Technology, ISOM Seminar

Industry Seminars

June 2019 Roadie, Atlanta, GA

May 2019 The Home Depot, Atlanta, GA

Mar 2018 JD.Com, Beijing, China

Aug 2017 Didi Chuxing Corp, Beijing, China

Jun 2016 Forecasting Center Workshop, Ghent, Belgium

CONFERENCE PRESENTATIONS

INFORMS Annual Conference 2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018

MSOM Society Annual Meeting 2013, 2017

MSOM Special Interest Group (SIG) 2013, 2017

POMS Conference, 2012, 2014, 2015, 2016, 2017

Goizueta Business Experimentation Symposium, Atlanta, GA, 2018

Fashion Retailing Conference, Montreal, Canada, 2018

Wharton Empirical Workshop in Operations Management, Philadelphia, PA, 2013

PROFESSIONAL SERVICE

Track Chair. 2019 POMS Conference, Empirical Research in Operations Management Track Chair

Conference Organizer. Information Systems and Operations Management Research Workshop in 2018, 2019, Goizueta Business School, Emory University

Advisory Committee. Australian Research Council Discovery Projects in 2018

Judge.

- MSOM Student Paper Competition in 2017, 2018, 2019
- POMS Supply Chain Management College Best Student Paper Competition in 2016, 2017, 2018
- Service SIG of MSOM 2018, 2019
- Supply Chain Management SIG of MSOM 2017, 2018
- INFORMS Behavioral Operations Management Section Best Working Paper Award in 2017

Session Chair.

- INFORMS Annual Conferences in 2017, 2019
- POMS Conferences in 2015, 2016, 2017, 2018, 2019

Program Committee. 2018 CIST Conference

Ad-hoc Referee. *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*

MEDIA COVERAGES

1. Delivery partnerships key for online sellers. 3-Apr-2019. Emory Business.
2. Businesses that Experience Delivery Outages Feel Long-term Impact. 25-Mar-2019. Atlanta Business Chronicle.
3. 3 Questions to Answer Before Shopping on Super Saturday. 12-Dec-2017. NerdWallet.
4. Want to Improve Your Sales Forecast? Check Your Company's Facebook Feed. 6-Sep-2017. Kellogg Insight.
5. What Makes an Online Flash Sale Successful? 6-Jun-2017. Kellogg Insight.
6. No Simple Fix to Weed Out Racial Bias in the Sharing Economy. 4-Mar-2017. Globe And Mail.
7. Posting Reviews May Discourage Sharing Economy Discrimination. 3-Mar-2017. Consumeraffairs.
8. New Research Looks At Ways To Help Stop Airbnb Racial Discrimination. 2-Mar-2017. U.S. National Public Radio.

INDUSTRY EXPERIENCE

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

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

PH.D. STUDENT SUPERVISION

Hao Ding, Emory University ISOM Department, 2018 - present

Qiang Li (co-advised with Meng Li), Rutgers University OM Department, 2018 - present

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.