

# Ruomeng Cui

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SSRN: [https://papers.ssrn.com/sol3/cf\\_dev/AbsByAuth.cfm?per\\_id=2467612](https://papers.ssrn.com/sol3/cf_dev/AbsByAuth.cfm?per_id=2467612)

Google Scholar: <https://scholar.google.com/citations?user=Ncpsx6cAAAAJ>

## ACADEMIC APPOINTMENTS

Associate Professor (with tenure), Goizueta Business School, Emory University	2021 -
Assistant Professor, Goizueta Business School, Emory University	2017 - 2021
Assistant Professor, Kelley School of Business, Indiana University	2014 - 2017

## PROFESSIONAL EXPERIENCE

<b>Amazon Visiting Academic, Amazon, Inc.</b> Seattle, WA	2022 -
Scientist at Supply Chain Optimization Technologies (SCOT) - Fulfillment by Amazon (FBA) team. Build and implement cutting-edge causal inference, machine learning, optimization, and economic models to improve seller experience, reduce defects, and improve inbound efficiency.	
<b>Consultant, JD.com.</b> Beijing, China	2018
Helped the Chief Strategic Officer identify the corporate and operations strategy pillars for JD.com.	
<b>Analyst, PepsiCo, Inc.</b> Chicago, IL	Summer 2011
Designed forecasting and supply chain models to improve sales forecasts for the demand planning division.	

## RESEARCH INTERESTS

Operations strategy, Digital retail, Supply chain, Marketplace design, Information sharing  
Data-driven modeling, Causal inference, Machine learning

## EDUCATION

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

## EDITORIAL POSITIONS

Associate Editor. <i>Manufacturing &amp; Service Operations Management.</i>	2021 -
Senior Editor. <i>Production and Operations Management.</i>	2019 -

## HONORS AND AWARDS

- Winner, 2022 POMS Chelliah Sriskandarajah Early Career Research Accomplishments Award
- Finalist, 2022 Management Science Best Paper Award in Operations Management
  - *“Learning from Inventory Availability Information: Evidence from Field Experiments on Amazon”*
- Finalist, 2021 MSOM Service Management SIG Best Paper Award
  - *“Value of High-Quality Logistics: Evidence from a Clash between SF Express and Alibaba”*
- Winner, 2021 ICIS Best Paper in Track Awards
  - *“Sooner or Later? Promising Delivery Speed in Online Retail”*
- Honorable Mention (Second Place), 2020 M&SOM Society Award for Responsible Research
  - *“Reducing Discrimination with Reviews in the Sharing Economy: Evidence from Field Experiments on Airbnb”*
- Alibaba Innovative Research Award. \$70K. 2020.
- Second Place, 2019 INFORMS Junior Faculty Interest Group (JFIG) Paper Competition
  - *“Value of High-Quality Logistics: Evidence from a Clash between SF Express and Alibaba”*
- Finalist, 2019 INFORMS Service Science Section Best Paper Competition
  - *“Value of High-Quality Logistics: Evidence from a Clash between SF Express and Alibaba”*
- Honorable Mention (Second Place), 2019 M&SOM Practice-Based Research Competition
  - *“Disclosing Product Availability in Online Retail”*
- Winner, 2017 INFORMS Behavioral Operations Management Section Best Working Paper
  - *“Discrimination with Incomplete Information in the Sharing Economy: Evidence from Field Experiments on Airbnb”*
- Finalist, 2014 POMS Supply Chain Management Student Paper Competition
  - *“Information Sharing in Supply Chains: An Empirical and Theoretical Valuation”*
- Ranked 1st, Department of Industrial Engineering, Tsinghua University, Beijing, China, 2005 - 2009

## PUBLICATIONS

1. Cui, R., H. Ding and F. Zhu. 2021. [Gender Inequality in Research Productivity During the COVID-19 Pandemic](#). *Manufacturing & Service Operations Management*, 24(2): 691-1260.
2. Cui, R., M. Li and S. Zhang. 2021. [AI and Procurement](#). *Manufacturing & Service Operations Management*, 24(2): 691-1260.
3. Calvo, E., R. Cui and L. Wagner. 2020. [Disclosing Product Availability in Online Retail](#). *Manufacturing & Service Operations Management*.
  - Second place of 2019 M&SOM Practice-Based Research Competition.
4. Cui, R., M. Li, J. Li and L. Yu. 2020. [Wholesale Price Discrimination in Global Sourcing](#). *Manufacturing & Service Operations Management*, 23(5): 1005-1331.
5. Cui, R., M. Li and Q. Li. 2019. [Value of High-Quality Logistics: Evidence from a Clash between SF Express and Alibaba](#). *Management Science*, 66(9): 3879-3902.
  - Finalist of 2021 MSOM Service Management SIG Best Paper Award.
  - Second place of 2019 INFORMS Junior Faculty Interest Group (JFIG) Paper Competition.
  - Finalist of 2019 INFORMS Service Science Section Best Paper Competition.

6. Cui, R., J. Li and D. Zhang. 2019. [Reducing Discrimination with Reviews in the Sharing Economy: Evidence from Field Experiments on Airbnb](#). *Management Science*, 66(3): 1071-1094.
  - Second place of 2020 M&SOM Society Award for Responsible Research in Operations Management.
  - Winner of 2017 INFORMS Behavioral Operations Section Best Working Paper Award.
7. Calvo, E., R. Cui and J. Serpa. 2019. [Oversight and Efficiency on Public Projects: A Regression Discontinuity Analysis](#). *Management Science*, 65(12): 5651-5675.
8. 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.
  - Finalist of 2022 Management Science Best Paper Award in Operations Management.
9. Cui, R and H. Shin. 2018. [Sharing Aggregate Inventory Information with Customers: Strategic Cross-Selling and Shortage Reduction](#). *Management Science*, 64(1): 381-400.
10. Cui, R., S. Gallino, A. Moreno and D. Zhang. 2018. [The Operational Value of Social Media Information](#). *Production & Operations Management*, 27(10): 1749-1769.
11. 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.
  - Finalist of 2014 POMS Supply Chain Student Paper Competition.

## PRACTITIONER PUBLICATIONS

12. Cui, R. [Logistics Strategy on Retail Platforms](#). *Harvard Business Review China*, Magazine Article, 2018, November: 046-047.
13. Cui, R., J. Li and D. Zhang. 2017. [A Better Way to Fight Discrimination in the Sharing Economy](#). *Harvard Business Review*, Digital Article.

## TEACHING CASES

1. Cui, R., J. Li and X. Luo. 2021. [111 Inc.: Envisioning the Future of Healthcare](#). Ivey Publishing product no. 9B21D007.
2. Cui, R., J. Li and X. Luo. 2021. [111 Inc.: Envisioning the Future of Healthcare, Teaching Note](#). Ivey publishing product no. 8B21D007.

## PAPERS UNDER REVIEW

14. Cui, R., Z. Lu, T. Sun and J. Golden. 2021. [Sooner or Later? Promising Delivery Speed in Online Retail](#). Major revision at *Manufacturing & Service Operations Management*.
  - Winner of 2021 ICIS Best Paper in Track Awards.
15. Zheng, Z., R. Cui and S. Jiang. 2022. [Remote Learning and Educational Inequality](#).
16. Ding, H., M. Armony, A. Bassamboo and R. Cui. 2022. [Are Buyers Strategic in their Reviews in B2B Markets?](#)

17. Zhang, L., **R. Cui** and O. Yao. 2021. [The Version Effect of Apps and Operating Systems in Mobile Commerce](#). Major revision at *Production & Operations Management*.
18. Bassamboo, A., **R. Cui** and A. Moreno. 2018. [Wisdom of Crowds in Operations: Forecasting Using Prediction Markets](#). Major revision at *Production & Operations Management*.
19. **Li, Q.**, R. Cui, M. Li and H. Xu. 2021. [Environmental Responsibility: Impact of Waste-Sorting Regulation on Secondary Markets](#). Under review at *Production & Operations Management*.

## WORKING PAPERS

20. **Cui, R.**, Z. Lu, T. Sun and L. Wu. 2021. [Value of Last-mile Delivery](#).
21. **Cui, R.** and W. Zhang. 2022. [Food Delivery Platform Expansion Strategies: A Structural Approach](#).
22. **Cui, R.**, W. Zhang and Z. Zheng. 2022. [Market Thickness and Delivery Pooling on Food Delivery Platforms](#).
23. **Cui, R.**, J. Ding and L. Jiang. 2021. [Online-offline Synergy: Impact of Online Delivery Platform on Restaurants](#).

## TEACHING

### Goizueta Business School, Emory University

ISOM 551, Process and Systems Management, MBA Core (Spring 2020, 2021, 2022)  
 ACE 653, Operations Strategy, MBA Elective (Summer 2019, 2020, 2021, 2022)  
 ISOM 653, Operations Strategy, MBA Elective (Spring 2018, 2019, 2020, 2022)  
 ISOM 453, Operations Strategy, BBA Elective (Spring 2018, 2019, 2020)  
 Directed Study (BBA Summer 2020)

### Kelley School of Business, Indiana University

K635, Causal Inference in Operations 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)

## MEDIA COVERAGES

1. Business over Breakfast Webinar Series with Emory Executive Education. 7-Apr-2022. Emory University
2. The Covid shift to remote work is placing another burden on women: Housecleaning. 18-Mar-2021. NBC News.
3. Researchers: Women shouldering the burden of pandemic life more than men. 16-Jul-2020. Fox23 News.
4. Do Wholesalers Discriminate Against AI in Procurement Practices? 10-Mar-2021. Emory Business.
5. Optimizing the delivery speed promise can boost sales 9-Oct-2020. Emory Business.

6. Researchers: Women shouldering the burden of pandemic life more than men. 16-Jul-2020. Fox23 News.
7. Is AI taking over traditional procurement practices? 15-May-2020. Emory ExpertFile.
8. How to sell products in a flash. 6-May-2020. IESE Business School Insight.
9. Does Jetblack's E-Commerce Failure Spell Trouble for Walmart Stock? 20-Feb-2020. Investorplace.
10. From apple juice to antibiotics: Coronavirus epidemic could cause U.S. shortages. 15-Feb-2020. Fortune.
11. Coronavirus likely to affect timing of phase one trade deal. 14-Feb-2020. NPR Marketplace.
12. Coronavirus poses risks for Georgia port traffic 20-Feb-2020. The Atlanta Journal-Constitution.
13. How you can benefit from a shorter shopping calendar on Cyber Monday. 1-Dec-2019. WXIA-TV, NBC channel 11.
14. Several great deals still up-for-grabs on Cyber Monday. 1-Dec-2019. WGCL-TV, CBS channel 46.
15. Morning News. 29-Nov-2019. WAGA-TV, Fox channel 5.
16. Alibaba Aims to Deliver with \$16bn Courier Venture. 11-Nov-2019. Financial Times.
17. Reducing Discrimination in the Sharing Economy with Reviews: Evidence from Field Experiments on Airbnb. 6-Nov-2019. Cato Institute, Research Briefs in Economic Policy No.188
18. Consumer Confidence in Package Delivery Services Vital for Online Retailers. 15-Oct-2019. Phys.org.
19. The Surprise of e-Commerce Delivery. 22-Sep-2019. The Robin Report.
20. Online shopping and fast shipping, what happens when things go south? 20-Sep-2019. INFORMS Resoundingly Human Podcast Series.
21. Delivery partnerships key for online sellers. 3-Apr-2019. Emory Business.
22. Businesses that Experience Delivery Outages Feel Long-term Impact. 25-Mar-2019. Atlanta Business Chronicle.
23. 3 Questions to Answer Before Shopping on Super Saturday. 12-Dec-2017. NerdWallet.
24. Want to Improve Your Sales Forecast? Check Your Company's Facebook Feed. 6-Sep-2017. Kellogg Insight.
25. What Makes an Online Flash Sale Successful? 6-Jun-2017. Kellogg Insight.
26. No Simple Fix to Weed Out Racial Bias in the Sharing Economy. 4-Mar-2017. Globe And Mail.
27. Posting Reviews May Discourage Sharing Economy Discrimination. 3-Mar-2017. Consumeraffairs.
28. New Research Looks At Ways To Help Stop Airbnb Racial Discrimination. 2-Mar-2017. U.S. National Public Radio.

## **INVITED RESEARCH SEMINARS**

### **Academic Seminars**

- Nov 2021 Fordham University, Gabelli School of Business, ITO Seminar
- Jun 2021 Harvard Business School, Consortium for Operational Excellence in Retailing (COER)
- Feb 2021 UT Dallas, Naveen Jinda School of Management, OM Webinar
- Oct 2020 Northwestern University, Kellogg School of Management, OM Seminar
- Aug 2020 Harvard Business School, Consortium for Operational Excellence in Retailing (COER)
- Mar 2020 Georgia Institute of Technology, Scheller College of Business, ITM Distinguished Speaker Series
- Nov 2019 New York University, Stern School of Business, OM Seminar
- Oct 2019 London Business School, OM seminar
- Oct 2019 Imperial College London, 5th Annual Fashion Retailing Conference

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  
Aug 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  
Apr 2018 McGill University, 4th Annual Fashion Retailing Conference  
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 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  
Sep 2013 University of Pennsylvania, Wharton School, Empirical Workshop in Operations Management

## Industry Seminars

June 2021 Cainiao, Hangzhou, China  
Dec 2019 Alibaba Group, Hangzhou, China  
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, 2019, 2020, 2021  
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

## PROFESSIONAL SERVICE

### Service Awards.

- 2019, 2018 *Management Science* Meritorious Service Award
- 2020, 2017 *Management Science* Distinguished Service Award
- 2020, 2019, 2018, 2017, 2016 *M&SOM* Meritorious Service Award

**Treasurer.** INFORMS Junior Faculty Interest Group (JFIG), 2019 - 2022

**Junior VP of Communications.** INFORMS Women in OR/MS, 2019 - 2020

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

### Judge.

- POMS College of Behavior in OM Junior Scholar Paper Competition 2021, 2022
- INFORMS Behavioral Operations Working Paper Competition 2020, 2021
- INFORMS TIMES Working Paper Competition 2020
- iFORM SIG of MSOM 2020
- POMS Product Innovation and Technology Management College Student Paper Competition in 2020
- MSOM Student Paper Competition in 2017, 2018, 2019
- POMS Supply Chain Management College Best Student Paper Competition in 2016, 2017, 2018, 2020
- Service SIG of MSOM 2018, 2019, 2020, 2021
- Supply Chain Management SIG of MSOM 2017, 2018, 2020
- INFORMS Behavioral Operations Management Section Best Working Paper Award in 2017

### Session Chair.

- INFORMS Annual Conferences in 2017, 2019, 2020, 2021
- POMS Conferences in 2015, 2016, 2017, 2018, 2019, 2020

**Program Committee.** 2018 CIST Conference

**Advisory Committee.** Australian Research Council Discovery Projects in 2018

**Guest Associate Editor.** *Information Systems Research*

**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, IISE Transactions*



## **SERVICE TO EMORY UNIVERSITY**

**Research Committee.** 2021 - present

**Seminar Series Co-organizer.** ISOM Hightower Lecture Series, 2019 - 2021

**Conference Co-organizer.** Information Systems and Operations Management Research Workshop in 2018, 2019, 2020, Goizueta Business School, Emory University

**Academic Advisor.** Supervise Ph.D. student Hao Ding, 2018 - present

**Academic Advisor.** Supervise Ph.D. student Zhikun Lu, 2021 - present

**Academic Advisor.** Supervise Ph.D. student Peibo Zhang, 2022 - present

**Mentor.** Quantitative Theory and Methods (OTM) undergraduate fellow, 2019 - 2020

TED talk at Bi-annual Deloitte Meeting at Goizueta in 2019

Serve on the Honor Council, 2019 - present

## **PH.D. STUDENT SUPERVISION**

### **Current Doctoral Students**

Hao Ding, Goizueta Business School, Emory University, 2018 - present

Zhikun Lu, Department of Economics, Emory University, 2019 - present

Zhanzhi Zheng, Tianjin University, 2020 - present

### **Graduated Doctoral Students**

Shichen Zhang, Tianjin University (2021, First Placement: Nankai University)

Lili Yu, University of Science and Technology of China (2020, First Placement: USTC)

### **Dissertation Committee Member**

Jiayi Liu, Goizueta Business School, Emory University

## **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.