

Ruomeng Cui

Goizueta Business School
Emory University
1300 Clifton Road, Atlanta, GA 30322

(404)-727-4775
ruomeng.cui@emory.edu
ruomengcui.com

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

Google Scholar: <https://scholar.google.com/citations?user=Ncpxs6cAAAAJ>

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

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|--|-------------|
| Amazon Visiting Academic, Amazon, Inc. | 2022 - |
| Supply Chain Optimization Technologies (SCOT). Build and implement cutting-edge data analytics, causal inference, machine learning, optimization, and economic models to drive supply chain decisions. | |
| Consultant, JD.com. | 2018 |
| Helped the Chief Strategic Officer identify the corporate and operations strategy pillars for JD.com. | |
| Analyst, PepsiCo, Inc. | Summer 2011 |
| Designed forecasting and supply chain models to improve sales forecasts for the demand planning division. | |

RESEARCH INTERESTS

Operations management, Retail, Supply chain, Marketplace design, Information sharing
Data-driven, Causal inference, Causal 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

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|--|--------|
| Associate Editor. <i>Operations Research</i> . | 2024 - |
| Associate Editor. <i>Manufacturing & Service Operations Management</i> . | 2021 - |
| Senior Editor. <i>Production and Operations Management</i> . | 2019 - |

HONORS AND AWARDS

- Winner, 2023 MSOM Best OM Paper in Management Science Award
 - *“Discrimination with Incomplete Information in the Sharing Economy: Evidence from Field Experiments on Airbnb”*
- Winner, 2022 POMS Chelliah Sriskandarajah Early Career Research Accomplishments Award
- Finalist, 2022 MSOM Best OM Paper in Management Science Award
 - *“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., Z. Lu, T. Sun and J. Golden. 2023. [Sooner or Later? Promising Delivery Speed in Online Retail.](#) *Manufacturing & Service Operations Management*.
 - Winner of 2021 ICIS Best Paper in Track Awards.
2. Zhang, L., R. Cui and O. Yao. 2022. [The Version Effect of Apps and Operating Systems in Mobile Commerce.](#) *Production & Operations Management*.
3. 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.
4. Cui, R., M. Li and S. Zhang. 2021. [AI and Procurement.](#) *Manufacturing & Service Operations Management*, 24(2): 691-1260.
5. 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.

6. Cui, R., M. Li, J. Li and L. Yu. 2020. [Wholesale Price Discrimination in Global Sourcing](#). *Manufacturing & Service Operations Management*, 23(5): 1005-1331.
7. 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.
8. 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.
 - Winner of 2023 Best OM paper in Management Science
 - 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.
9. Calvo, E., R. Cui and J. Serpa. 2019. [Oversight and Efficiency on Public Projects: A Regression Discontinuity Analysis](#). *Management Science*, 65(12): 5651-5675.
10. 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.
11. Cui, R and H. Shin. 2018. [Sharing Aggregate Inventory Information with Customers: Strategic Cross-Selling and Shortage Reduction](#). *Management Science*, 64(1): 381-400.
12. Cui, R., S. Gallino, A. Moreno and D. Zhang. 2018. [The Operational Value of Social Media Information](#). *Production & Operations Management*, 27(10): 1749-1769.
13. 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

14. Cui, R. [Logistics Strategy on Retail Platforms](#). *Harvard Business Review China*, Magazine Article, 2018, November: 046-047.
15. 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

16. Lu, Z., **R. Cui**, T. Sun and L. Wu. 2021. [The Value of Last-mile Delivery in Online Retail](#).
17. **Cui, R.**, W. Zhang and Z. Zheng. 2022. [Market Thickness and Delivery Efficiency in Food-delivery Platforms](#).
18. Zheng, Z., S. Jiang and **R. Cui**. 2022. [Remote Learning and Educational Inequality](#). Major revision at *Production & Operations Management*.
19. Ding, H., M. Armony, A. Bassamboo and **R. Cui**. 2022. [Are Buyers Strategic in Online B2B Reviews?](#)
20. Bassamboo, A., **R. Cui** and A. Moreno. 2018. [Wisdom of Crowds in Operations: Forecasting Using Prediction Markets](#). Major revision at *Production & Operations Management*.
21. **Li, Q.**, R. Cui, M. Li and H. Xu. 2021. [Environmental Responsibility: Impact of Waste-Sorting Regulation on Secondary Markets](#).

WORKING PAPERS

22. Zhang, W., Z. Lu and **R. Cui**. 2023. [Food Delivery Platform Expansion Strategies: A Structural Approach](#).
23. Ding, H., **R. Cui** and D. K. K. Lee. 2023. [On state- and time-dependent service processes in healthcare](#).
24. **Cui, R.**, H. Ding, G. Wang and M. Wang. 2023. [Fixed Effect Causal Forests: Impact of Medicaid Expansion on Discharge](#).
25. Long, Y., W. Wang, **R. Cui**, Z. Zheng and X. Tian. 2023. [Online-offline Synergy: Impact of Food Delivery Services on Convenient Stores](#).
26. Ding, J., **R. Cui** and L. Jiang. 2022. [Online-offline Synergy: Impact of Food 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. Goizueta Faculty Member Uncovers Impact of Remote Learning on Educational Inequality. 28-Dec-2022. Emory University
2. Business over Breakfast Webinar Series with Emory Executive Education. 7-Apr-2022. Emory University
3. The Covid shift to remote work is placing another burden on women: Housecleaning. 18-Mar-2021. NBC News.
4. Researchers: Women shouldering the burden of pandemic life more than men. 16-Jul-2020. Fox23 News.
5. Do Wholesalers Discriminate Against AI in Procurement Practices? 10-Mar-2021. Emory Business.
6. Optimizing the delivery speed promise can boost sales 9-Oct-2020. Emory Business.
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

Apr 2023 UC Berkeley, Haas School of Business, OITM Seminar
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

Feb 2022 Amazon, Seattle, WA
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

Keynote Talk at KDD 2023 Workshop on Causal Inference and Machine Learning in Practice
Keynote Talk at KDD 2023 Workshop on End-End Customer Journey Optimization
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 Service Operations Management Competition 2023
- POMS College of Behavior in OM Junior Scholar Paper Competition 2021, 2022, 2023
- INFORMS Behavioral Operations Best Working Paper Competition 2017, 2020, 2021, 2022, 2023
- 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

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, Goizueta Business School, Emory University, 2019 - present

Zhanzhi Zheng, UNC Kenan-Flagler Business School, 2020 - present

Peibo Zhang, Goizueta Business School, Emory University, 2022 - present

Graduated Doctoral Students

Qiang Li, Rutgers University (2022, Placement: Wilfrid Laurier University)

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

Lili Yu, University of Science and Technology of China (2020, 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.