

Ruomeng Cui

Goizueta Foundation Chair Associate Professor
Goizueta Business School
Emory University
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[Linkedin](#), [Google Scholar](#), [SSRN](#), [Personal Page](#), [Emory Page](#)

ACADEMIC APPOINTMENTS

Goizueta Business School, Emory University.

- Goizueta Foundation Chair Associate Professor 2024 -
- Associate Professor with Tenure 2021 -
- Assistant Professor 2017 - 2021

Kelley School of Business, Indiana University.

- Assistant Professor 2014 - 2017

EDUCATION

Ph.D. in Operations Management, Kellogg School of Management, Northwestern University, 2014
B.Sc. in Industrial Engineering, Tsinghua University, 2009

RESEARCH INTERESTS

Platform, Retail, AI and Competition, Supply chain, Logistics, Operations Strategy, Healthcare
Causal inference, Econometrics, Causal ML, Causal-AI decision making, Identify-then-optimize

EDITORIAL POSITIONS

Associate Editor, *Management Science*, 2024 - present.
Associate Editor, *Operations Research*, 2024 - present.
Associate Editor, *Manufacturing & Service Operations Management*, 2021 - present.
Senior Editor, *Production & Operations Management*, 2019 - present.
Department Editor, *Decision Sciences*, 2025 - present.

PROFESSIONAL EXPERIENCE

Amazon Scholar, Amazon, Inc. 2022 -
Built and developed cutting-edge identify-then-optimize, causal machine learning, optimization, and economic algorithms to make smart supply chain decisions across Supply Chain Optimization Technologies group, Fulfillment by Amazon group, and Sustainable Packaging group.

Consultant, JD.com. 2018
Helped the Chief Strategic Officer identify the corporate and operations strategy pillars for JD.com.

Analyst, PepsiCo, Inc. 2011
Designed forecasting and supply chain models to improve sales forecasts for the demand planning division.

HONORS AND AWARDS

- Second place, 2025 INFORMS Service Science Best Student Paper
 - *“The Value of Last-mile Delivery in Online Retail”*
- 2025 Holland Research Excellence Award, Emory University
- Runner-up, 2025 POMS College of Service Operations Management (CSOM) Best Student Paper
 - *“The Value of Last-mile Delivery in Online Retail”*
- Finalist, 2024 M&SOM Best Paper Award
 - *“Gender Inequality in Research Productivity During the COVID-19 Pandemic”*
- Runner-up, 2024 POMS College of Supply Chain Management Best Student Paper Competition
 - *“The Value of Last-mile Delivery in Online Retail”*
- Finalist, 2024 POMS Operational Excellence Best Paper Competition
 - *“Market Thickness and Delivery Efficiency in Food-delivery Platforms”*
- Winner, 2023 MSOM Best OM Paper in Management Science Award
 - *“Reducing Discrimination with Reviews in the Sharing Economy: Evidence from Field Experiments on Airbnb”*
- Finalist, 2023 MSOM Student Paper Competition
 - *“Sooner or Later? Promising Delivery Speed in Online Retail”*
- 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
 - *“Reducing Discrimination with Reviews 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”*

PUBLICATIONS

1. Lu, Z., **R. Cui**, T. Sun and L. Wu. 2025. [The Value of Last-mile Delivery in Online Retail](#). Forthcoming at *Management Science*.
2. Zhang, W., Z. Zheng and **R. Cui**. 2025. [Restaurant Density and Delivery Speed in Food Delivery Platforms](#). Minor revision at *Operations Research*.
3. Zhang, P., X. Cao, **R. Cui** and D. Zhang. 2025. [Evolution of Discrimination on Online Platforms](#). Major revision at *Management Science*.
4. Ding, H., M. Armony, A. Bassamboo and **R. Cui**. 2025. [Are Buyers Strategic in Online B2B Reviews?](#) Minor revision at *Production & Operations Management*.
5. Li, Q., **R. Cui** and H. Xu. 2025. [Environmental Responsibility: Impact of Waste-Sorting Regulation on Secondary Markets](#). Forthcoming at *Service Science*.
6. **Cui, R.**, Z. Lu, T. Sun and J. Golden. 2024. [Sooner or Later? Promising Delivery Speed in Online Retail](#). *Manufacturing & Service Operations Management*, 26(1): 233-251.
7. Zheng, Z., S. Jiang and **R. Cui**. 2024. [Remote Learning and Educational Inequality](#). *Production & Operations Management*, 33(12): 2421-2439.
8. Zhang, L., **R. Cui** and O. Yao. 2023. [The Version Effect of Apps and Operating Systems in Mobile Commerce](#). *Production & Operations Management*, 32(2): 637-654.
9. Calvo, E., **R. Cui** and L. Wagner. 2023. [Disclosing Product Availability in Online Retail](#). *Manufacturing & Service Operations Management*, 25(2): 427-447.
10. **Cui, R.**, H. Ding and F. Zhu. 2022. [Gender Inequality in Research Productivity During the COVID-19 Pandemic](#). *Manufacturing & Service Operations Management*, 24(2): 707-726.
11. **Cui, R.**, M. Li and S. Zhang. 2022. [AI and Procurement](#). *Manufacturing & Service Operations Management*, 24(2): 691-706.
12. **Cui, R.**, M. Li, J. Li and L. Yu. 2021. [Wholesale Price Discrimination in Global Sourcing](#). *Manufacturing & Service Operations Management*, 23(5): 1096-1117.
13. **Cui, R.**, M. Li and Q. Li. 2020. [Value of High-Quality Logistics: Evidence from a Clash between SF Express and Alibaba](#). *Management Science*, 66(9): 3879-3902.
14. **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.
15. Calvo, E., **R. Cui** and J. Serpa. 2019. [Oversight and Efficiency on Public Projects: A Regression Discontinuity Analysis](#). *Management Science*, 65(12): 5651-5675.
16. **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.
17. **Cui, R.** and H. Shin. 2018. [Sharing Aggregate Inventory Information with Customers: Strategic Cross-Selling and Shortage Reduction](#). *Management Science*, 64(1): 381-400.
18. **Cui, R.**, S. Gallino, A. Moreno and D. Zhang. 2018. [The Operational Value of Social Media Information](#). *Production & Operations Management*, 27(10): 1749-1769.
19. **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.

PRACTITIONER PUBLICATIONS

20. Cui, R. [Logistics Strategy on Retail Platforms](#). *Harvard Business Review China*, Magazine Article, 2018, November: 046-047.
21. 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 AND WORKING PAPERS

22. Ding, H., S. Tushe, R. Cui and D. K. K. Lee. 2025. [On Time-varying State Dependent Service Processes in Healthcare](#). Under review at *Manufacturing & Service Operations Management*.
23. Shen, B., J. Li, R. Cui and K. Xue. 2025. [Digital Product Release Timing in Online Gaming: Causal-Driven Optimization](#). Under review at *Systems Engineering - Theory & Practice*.
24. Bassamboo, A., R. Cui and A. Moreno. 2025. [Wisdom of Crowds in Operations: Forecasting Using Prediction Markets](#). Major revision at *Production & Operations Management*.
25. Long, Y., W. Wang, R. Cui, Z. Zheng and X. Tian. 2025. [Online-offline Synergy: Impact of Food Delivery Services on Convenient Stores](#). *Work in progress*
26. Lu, Z., R. Cui, Y. Su. 2025. [Incentives in Online Gaming: Optimal Policy Design with Dynamic Causal Machine Learning](#). *Work in progress*
27. Cui, R., M. Guan, J. Li and Y. Zhang. 2025. [Shipping Time Transparency in Online Retail](#). *Work in progress*
28. Zhang, W., R. Cui and Y. Mu. 2025. [Improving Response Speed Through Performance Feedback: Field Experiments in Online Clinic](#). *Work in progress*
29. Cui, R., M. Guan, J. Li and Y. Zhang. 2025. [Delivery Speed Transparency in Online B2B: Evidence from Field Experiments](#). *Work in progress*
30. Shen, B., R. Cui, J. Li and K. Xue. 2025. [Online Game Difficulty: Causal-Driven Optimization](#). *Work in progress*.
31. Zhang, P., Z. Zeng, R. Cui and D. Zhang. 2025. [AI and Productivity: Evidence from Github](#). *Work in progress*
32. Ren, Y., R. Cui and D. Sokol. 2025. [Impact of LLM Technologies on Competition Landscape](#). *Work in progress*
33. Lu, Z., W. Zhang and R. Cui. 2025. [Food Delivery Platform Expansion Strategies: A Structural Approach](#). *Work in progress*
34. Cui, R., Y. Wang and J. Zhao. 2025. [Does MyChart Create Disparities?](#) *Work in progress*
35. Cui, R., Y. Wang and J. Zhao. 2025. [AI Scribe and Billing](#). *Work in progress*
36. Ding, H., M. Wang, R. Cui and G. Wang. 2025. [Fixed-Effects Causal Forests: Impacts of Medicaid Expansion on Discharge](#). *Work in progress*

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.

BOOK CHAPTERS

1. **Cui, R.** and W. Zhang. 2025. [Procurement Chapter](#). Cambridge Handbook on Digital Platforms.

INVITED RESEARCH SEMINARS

Industry Seminars

2022 Amazon, 2021 Cainiao, 2019 Alibaba Group, 2019 Roadie, 2019 The Home Depot, 2018 JD.Com, 2017 Didi Chuxing Corp

Conference Presentations

ABA Spring Meeting 2025: Session No. 12, Big Data, Big Antitrust Questions

AI and Platform Evolution: Business Perspectives and Policy Implications Conference 2024

Webinar on Personal Pricing: Research Insights and Practical Limitations 2024

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, 2022, 2023, 2024, 2025

MSOM Society Annual Meeting 2013, 2017

MSOM Special Interest Group (SIG) 2013, 2017

POMS Conference, 2012, 2014, 2015, 2016, 2017, 2025

Academic Seminars

2025-2026: University of Colorado at Boulder, Georgia Institute of Technology, University of Wisconsin-Madison

2024-2025: Wash U Olin, Ohio State U

2020-2023: UC Berkeley Haas (remote), Fordham University (remote), Georgia Institute of Technology, Kellogg (remote), UT Dallas (remote)

2019: HBS, LBS, NYU, Imperial College London

2018: HBS, McGill, Cornell, UNC, Kellogg, Maryland, IESE, University of Notre Dame, University of Minnesota, HKU, CUHK

2017: Emory University, Duke University, UCSD, University of Washington, University of Rochester, NYU Stern, Tsinghua University, Shanghai Jiaotong University, Fudan University, Shanghai University of Finance and Economics, Cheung Kong Graduate School of Business

2016: UVA Darden, Boston University, Ghent University, Tsinghua University

2014: Stanford, INSEAD, UIC, Rutgers

2013: Wharton, HKUST, Indiana University

TEACHING

Process and Systems Management ISOM 351, 2024 - present (BBA Core)
Process and Systems Management ISOM 551A, 2024 - present (EvMBA Core)
Process and Systems Management ISOM 551A, 2020 - 2022 (EvMBA Core)
Operations Strategy ISOM653, 2019 - 2022 (EvMBA Elective)
Operations Strategy ISOM653, 2018 - 2022 (MBA Elective, BBA Elective)
BUS697 Directed Study, 2025 (MBA: Peds MRI AI Ops)
BUS 798R Pre-Candidacy Dissertation Research, 2018 - present (PhD)
Causal Inference and Business Analytics Research Seminar, 2015 - 2017 (Ph.D. Elective)
Supply Chain Management, 2014 - 2016 (MBA Elective, MBA Core, Undergraduate Elective)

PH.D. STUDENT SUPERVISION

Hao Ding, Goizueta Business School, Emory University, 2018 - 2024, Placement: Auburn University
Zhikun Lu, Goizueta Business School, Emory University, 2019 - 2025, Placement: NYU Shanghai
Peibo Zhang, Goizueta Business School, Emory University, 2022 - present
Yifei Ren, Goizueta Business School, Emory University, 2024 - present
Yixuan Wang, Goizueta Business School, Emory University, 2025 - present
Kevin Sheng, Goizueta Business School, Emory University, 2025 - present
Zhanzhi Zheng, UNC Kenan-Flagler Business School, 2020 - present
Xinyue Zhang, Rice University, 2025 - present

MEDIA COVERAGES

1. Ruomeng Cui: Bridging Amazon Innovation and Business Education. 5-Nov-2025. Emory Business.
2. From what to why: the rise of causal AI. 3-Sep-2025. Elaia.
3. Goizueta Faculty Member Uncovers Impact of Remote Learning on Educational Inequality. 28-Dec-2022. Emory University
4. Business over Breakfast Webinar Series with Emory Executive Education. 7-Apr-2022. Emory University
5. The Covid shift to remote work is placing another burden on women: Housecleaning. 18-Mar-2021. NBC News.
6. Researchers: Women shouldering the burden of pandemic life more than men. 16-Jul-2020. Fox23 News.
7. Do Wholesalers Discriminate Against AI in Procurement Practices? 10-Mar-2021. Emory Business.
8. Optimizing the delivery speed promise can boost sales 9-Oct-2020. Emory Business.
9. Is AI taking over traditional procurement practices? 15-May-2020. Emory ExpertFile.
10. How to sell products in a flash. 6-May-2020. IESE Business School Insight.
11. Does Jetblack's E-Commerce Failure Spell Trouble for Walmart Stock? 20-Feb-2020. Investorplace.
12. From apple juice to antibiotics: Coronavirus epidemic could cause U.S. shortages. 15-Feb-2020. Fortune.
13. Coronavirus likely to affect timing of phase one trade deal. 14-Feb-2020. NPR Marketplace.
14. Coronavirus poses risks for Georgia port traffic 20-Feb-2020. The Atlanta Journal-Constitution.

15. How you can benefit from a shorter shopping calendar on Cyber Monday. 1-Dec-2019. WXIA-TV, NBC channel 11.
16. Several great deals still up-for-grabs on Cyber Monday. 1-Dec-2019. WGCL-TV, CBS channel 46.
17. Morning News. 29-Nov-2019. WAGA-TV, Fox channel 5.
18. Alibaba Aims to Deliver with \$16bn Courier Venture. 11-Nov-2019. Financial Times.
19. 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
20. Consumer Confidence in Package Delivery Services Vital for Online Retailers. 15-Oct-2019. Phys.org.
21. The Surprise of e-Commerce Delivery. 22-Sep-2019. The Robin Report.
22. Online shopping and fast shipping, what happens when things go south? 20-Sep-2019. INFORMS Resoundingly Human Podcast Series.
23. Delivery partnerships key for online sellers. 3-Apr-2019. Emory Business.
24. Businesses that Experience Delivery Outages Feel Long-term Impact. 25-Mar-2019. Atlanta Business Chronicle.
25. 3 Questions to Answer Before Shopping on Super Saturday. 12-Dec-2017. NerdWallet.
26. Want to Improve Your Sales Forecast? Check Your Company's Facebook Feed. 6-Sep-2017. Kellogg Insight.
27. What Makes an Online Flash Sale Successful? 6-Jun-2017. Kellogg Insight.
28. No Simple Fix to Weed Out Racial Bias in the Sharing Economy. 4-Mar-2017. Globe And Mail.
29. Posting Reviews May Discourage Sharing Economy Discrimination. 3-Mar-2017. Consumeraffairs.
30. New Research Looks At Ways To Help Stop Airbnb Racial Discrimination. 2-Mar-2017. U.S. National Public Radio.

PROFESSIONAL SERVICE

Service Awards. *Management Science* Service Award (2019, 2018); *Management Science* Distinguished Service Award (2020, 2017); *M&SOM* Meritorious Service Award (2020, 2019, 2018, 2017, 2016).

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. TIE SIG of MSOM (2025); POMS College of Service Operations Management Competition (2023); POMS College of Behavior in OM Junior Scholar Paper Competition (2021, 2022, 2023, 2024, 2025); INFORMS Behavioral Operations (BOM) Best Working Paper Competition (2017, 2020, 2021, 2022, 2023, 2024, 2025); INFORMS TIMES Working Paper Competition (2020); iFORM SIG of MSOM (2020); POMS Product Innovation and Technology Management College Student Paper Competition (2020); MSOM Student Paper Competition (2017, 2018, 2019); POMS Supply Chain Management College Best Student Paper Competition (2016, 2017, 2018, 2020, 2024); Service SIG of MSOM (2018, 2019, 2020, 2021); Supply Chain Management SIG of MSOM (2017, 2018, 2020, 2025).

Session Chair. INFORMS Annual Conferences (2017, 2019, 2020, 2021, 2022, 2023, 2024, 2025); POMS Conferences (2015, 2016, 2017, 2018, 2019, 2020, 2025)

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*

SERVICE TO EMORY UNIVERSITY

Honor Council. 2019 - 2021 and 2024 - present

Research Committee. 2021 - 2022 and 2025 - present

ISOM Funding Governance Committee. 2025 - present

EMBA Pathway to C-suite: Faculty Research Presentation. 2025

Entrepreneurial Chair search committee. 2024 - 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 - 2024

Academic Advisor. Supervise Ph.D. student Zhikun Lu, 2021 - 2025

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

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](#).