

# Simin Li

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CONTACT INFORMATION	Management Science A.B. Freeman School of Business, Tulane University 7 McAlister Dr, New Orleans, LA 70118 simin.li@tulane.edu, 917-972-6136 <a href="https://siminli.wp.tulane.edu/">https://siminli.wp.tulane.edu/</a>
ACADEMIC POSITION	A.B. Freeman School of Business, Tulane University Assistant Professor of Management Science, July 2020 - Present
EDUCATION	Kellogg School of Management, Northwestern University, Evanston, IL Ph.D. in <i>Operations Management</i> , September 2015 - June 2020 Columbia University, New York, NY M.S. in <i>Operations Research</i> , August 2013 - January 2015 National University of Singapore, Singapore B.S. (Honours) in <i>Applied Mathematics</i> , August 2009 - June 2013
RESEARCH INTERESTS	Empirical Service Operations, Online Platforms, Healthcare Operations
PUBLISHED/ACCEPTED	“Is Full Price the Full Story When Consumers Have Time and Budget Constraints?” with Achal Bassamboo and Martin A. Lariviere. <i>Accept</i> , <b>Manufacturing &amp; Service Operations Management</b> , 2023.
WORKING PAPERS	“Promotional Design for Small Businesses: The Operational Value of Online Deals” with Kejia Hu and Martin A. Lariviere. <i>Major Revision</i> for <b>Management Science</b> , 2021. <i>Finalist</i> , IBM Service Science Best Student Paper Competition, 2019. “Cents of Urgency: The Impact of a Collocated Urgent Care Center on Emergency Department Overuse” with Achal Bassamboo and Martin A. Lariviere. <i>Reject &amp; Resubmit</i> for <b>Manufacturing &amp; Service Operations Management</b> , 2023. “Disintermediation Evidence From a Cleaning Platform” with Nil Karacaoglu and Ioannis Stamatopoulos. <i>Under Review</i> , 2022. “No Call, No Show: Impact of No Show and Its Remedies on Service Platforms” with Nil Karacaoglu and Martin A. Lariviere. <i>Working paper</i> , 2023.
TEACHING EXPERIENCE	Instructor at Freeman School of Business, Tulane University MGSC 7000 Business Analytics Practicum (Graduate, Fa22, 4.70/5.00) MGSC 3010 Intro to Business Analytics (Undergrad, Sp21, Sp22, Fa22, 4.17/5.00)  Teaching Assistant at Kellogg School of Management, Northwestern University OPNS 430, OPNS 438 Operations Management (MBA core, turbo)

KELLG MA 324 Operations and Supply Chain Strategy (Undergraduate)

OTHER RESEARCH	“Numerical Methods Design for Simulating Dipolar Bose-Einstein Condensates” with Weizhu Bao. <i>Undergraduate Honours Thesis</i> , 2013.
PROFESSIONAL EXPERIENCE	Data Scientist, Microsoft, Redmond, WA, March 2015 - September 2015 Uncovered how Cortana built-in features drive Bing search usage and engagement. Predicted the size of WMC/WMP active user population after Windows update.  Decision Analytics, EXL Services, New York, NY, June 2014 – August 2014 Designed and implemented an optimal strategy to allocate advertising expenditure across channels.  Market Research, British American Tobacco, Singapore, June 2012 – August 2012 Compared the effectiveness of various promotional strategies for cigarette products. Analyzed price elasticity for product groups using sales and shipment data.
INVITED TALKS	The Chinese University of Hong Kong (Shenzhen) Business School (November 2019) Gies College of Business, University of Illinois at Urbana-Champaign (December 2019) Carlson School of Management, University of Minnesota (December 2019) McDonough School of Business, Georgetown University (December 2019) Darla Moore School of Business, University of South Carolina (December 2019) Tuck School of Business, Dartmouth College (December 2019) Hong Kong University of Science and Technology Business School (January 2020) A.B. Freeman School of Business, Tulane University (February 2020) Smeal College of Business, Pennsylvania State University (November 2022)
CONFERENCE TALKS	“Cents of Urgency: The Impact of a Collocated Urgent Care Center on ED Overuse” 2021 <i>M&amp;SOM</i> SIG Meeting, 2020 INFORMS Annual Meeting 2022 Workshop for Empirical Research in Operations Management  “Promotional Design for Small Businesses: The Operational Value of Online Deals” 2021 <i>M&amp;SOM</i> , 2019 INFORMS Annual Meeting, 2019 POMS 2019 Workshop for Empirical Research in Operations Management  “Is Full Price the Full Story When Consumers Have Time and Budget Constraints?” 2019 INFORMS Annual Meeting, 2017 INFORMS Annual Meeting
SERVICE	Journal referee: Management Science (2021, 2023), Manufacturing & Service Operations Management (2022, 2023), Production and Operations Management (2020, 2021, 2022, 2023)  Review for competitions and conferences: Healthcare OM SIG track Technology, Innovation, and Entrepreneurship (TIE) SIG track Best working paper competition for Behavioral OM Section

Best working paper competition for Technology, Innovation Management, and Entrepreneurship Section (TIMES)