Simin Li

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
https://siminli.wp.tulane.edu/   ℊ

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 *Operations Management*, September 2015 - June 2020
Columbia University, New York, NY
  M.S. in *Operations Research*, August 2013 - January 2015
National University of Singapore, Singapore
  B.S. (Honours) in *Applied Mathematics*, August 2009 - June 2013

RESEARCH
INTERESTS

Online Platforms, On-Demand Services, Healthcare Operations

PUBLISHED/
ACCEPTED

"Is Full Price the Full Story When Consumers Have Time and Budget Constraints?" with
Achal Bassamboo and Martin A. Lariviere. **Manufacturing & Service Operations
 Management**, 26(1), 370–388, (January - February 2024).

WORKING
PAPERS

"Promotional Design for Small Businesses: The Operational Value of Online Deals" with
Kejia Hu and Martin A. Lariviere. *Major Revision* for **Management Science**, 2021.
  Finalist, 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. *Reject & Resubmit*
for **Manufacturing & Service Operations Management**, 2023.

"Disintermediation Evidence From a Cleaning Platform" with
Nil Karacaoglu and Ioannis Stamatopoulos. *Under Revision*, 2024.

"No Call, No Show: Impact of No Show and Its Remedies on Service Platforms" with
Nil Karacaoglu. *Major Revision* for **Manufacturing & Service Operations
Management**, 2024.

"The Spillover Effects of Giveaways on Gaming Platforms: Evidence from a Quasi-
Experiment on Steam" with Campbell Clarkson, Necati Tereyagoglu, and
Sriram Venkataraman. *Under Review*, Manuscript Available Upon Request, 2024.

"Expedited Service Promises: Evidence from a Food Ordering Platform"
with Nil Karacaoglu and Luyi Yang. *Working Paper*, 2024.

TEACHING EXPERIENCE	Instructor at Freeman School of Business, Tulane University
	MGSC 7000 Business Analytics Practicum (Fa22, Fa23, Fa24, 4.70/5.00)
	    Course offered in the Master of Business Analytics program
	    Course covers data cleaning, data visualization, and descriptive analysis with R, along with experiential learning through field trips and industry colloquiums
	
	MGSC 3010 Intro to Business Analytics (Sp21, Sp22, Fa22, Fa23, Fa24, 4.17/5.00)
	    Course offered to the Undergraduate Business major students
	    Course covers linear and nonlinear optimization, probability and simulation, forecasting models, and spreadsheet modeling
	
	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. *Undergraduate Honours Thesis*, 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 (Feburary 2020) Smeal College of Business, Pennsylvania State University (November 2022)

CONFERENCE TALKS	"No Call, No Show: Impact of No Show and Its Remedies on Service Platforms"
	    2023 INFORMS
	
	"Expedited Service Promises: Evidence from a Food Ordering Platform"
	    2024 MSOM, 2024 INFORMS (scheduled)

"Disintermediation Evidence From a Cleaning Platform"
    2023 POMS

"Cents of Urgency: The Impact of a Collocated Urgent Care Center on ED Overuse"
    2022 INFORMS, 2021 $M\&SOM$ SIG Meeting, 2020 INFORMS
    2022 Workshop for Empirical Research in Operations Management

"Promotional Design for Small Businesses: The Operational Value of Online Deals"
    2021 $M\&SOM$, 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, 2024),
Health Care Management Science (2024),
Manufacturing & Service Operations Management (2022, 2023, 2024), Production
and Operations Management (2020, 2021, 2022, 2023, 2024)

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)
International Conference on Information Systems (ICIS)