

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/
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, Business Model Innovation, Pricing and Revenue Management.
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 Management Science , 2021. <i>Finalist</i> , IBM Service Science Best Student Paper Competition, 2019. “Pricing the Time-constrained Customers: Is Full Price the Full Story?” with Achal Bassamboo and Martin A. Lariviere. <i>Under Revision</i> , 2021. “Cents of Urgency: How Opening an Urgent Care Center Affects Emergency Department Arrivals?” with Achal Bassamboo and Martin A. Lariviere. <i>Under Revision</i> , 2021. “Gone With The Wind: Direct Disintermediation Evidence From a Cleaning Platform” with Nil Karacaoglu and Ioannis Stamatopoulos. <i>Work in Progress</i> , 2021. “One More Game? Player Retention in a Youth Sports League” with Nil Karacaoglu and Martin A. Lariviere. <i>Work in Progress</i> , 2021.
OTHER RESEARCH	“Numerical Methods Design for Simulating Dipolar Bose-Einstein Condensates” with Weizhu Bao. <i>Undergraduate Honours Thesis</i> , 2013.
TEACHING	Instructor at Freeman School of Business, Tulane University

EXPERIENCE MGSC 3010 Introduction to Business Analytics (Undergraduate)

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)

Course Assistant at IEOR, Columbia University
 IEOR 4004 Deterministic models (Masters)

PROFESSIONAL Data Scientist, Microsoft, Redmond, WA, March 2015 - September 2015
 EXPERIENCE 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 The Chinese University of Hong Kong (Shenzhen) Business School (November 2019)
 TALKS 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)

CONFERENCE “Cents of Urgency: How Opening an Urgent Care Center Affects ED Arrivals?”
 TALKS 2021 *M&SOM* SIG Meeting, 2020 INFORMS Annual Meeting

“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

“Paying by the Hour: Are Wages the Cost of Waiting”
 2019 INFORMS Annual Meeting, 2017 INFORMS Annual Meeting

SERVICE Journal referee: Management Science, Production and Operations Management
 Session chairs: INFORMS (2019, 2020)

REFERENCE

Professor Martin Lariviere (Chair)
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