

Qiuping Yu

qiuping.yu@scheller.gatech.edu • 404-894-0211 • <https://www.scheller.gatech.edu/directory/faculty/yu/index.html>
800 West Peachtree NW, Atlanta, GA, 30308, USA

ACADEMIC POSITIONS	Scheller College of Business, Georgia Institute of Technology Assistant Professor , Operations Management	Atlanta, GA 2019 -
	Kelley School of Business, Indiana University Assistant Professor , Operations & Decision Technologies Acting Assistant Professor , Operations & Decision Technologies	Bloomington, IN 2015 - 2019 2014 - 2015
RESEARCH INTERESTS	Methodology: Structural Estimation, Causal Inference, Stochastic Modeling, Bayesian Statistics, and Machine Learning. Application Areas: Service and Retail Operations.	
EDUCATION	Northwestern University PhD , Industrial Engineering and Management Sciences M.A. , Economics	Evanston, IL 2015 2014
	Hong Kong University of Science & Technology B.Sc. , Mathematics and Physics, <i>First Class Honors</i>	Kowloon, HK 2009
	Northwestern University Study Abroad and Summer Research Fellow	Evanston, IL 2007-2008
PUBLICATIONS	¹ <ol style="list-style-type: none">Yu, Qiuping, Gad Allon, and Achal Bassamboo (2017), "How do Delay Announcements Shape Customer Behavior? An Empirical Study," <i>Management Science</i>, 63(1): 1-20.<ul style="list-style-type: none">• First Prize Winner, CSAMSE Annual Conference/Columbia China Business Initiative Best Paper Award, 2016• Lead ArticleYu, Qiuping, Gad Allon, Achal Bassamboo, and Seyed Iravani (2018), "Managing Customer Expectations and Priorities in Service Systems," <i>Management Science</i>, 64(8), 3942-3970..Yu, Qiuping, Gad Allon, and Achal Bassamboo, "The Reference Effect of Delay Announcements: A Field Experiment", accepted, <i>Management Science</i>.<ul style="list-style-type: none">• Featured on INFORMS Resoundingly Human Podcast, 2020• Featured on Harvard Business Review, 2020Masoud Kamalahmadi*, Qiuping Yu, and Yong-Pin Zhou, "Call to Duty: Just-in-Time Scheduling in a Restaurant Chain", accepted, <i>Management Science</i>.<ul style="list-style-type: none">• Harvard Business Review. "The Costs of Last-Minute Scheduling", (IdeaWatch, January/February 2020 print issue)• Third Prize, Best Service Science Paper Award Competition, 2019• Selected to present at the Wharton Empirical Workshop, 2019, Behavioral Operations Workshop, University of Texas, Dallas, 2018Qiuping Yu (2020), "When Providing Wait Times, It Pays to Underpromise and Overdeliver", <i>Harvard Business Review</i>. (digital article)	

¹*Current or former PhD student

WORKING PAPERS

6. “Delay Information in Virtual Queues: A Large-Scale Field Experiment on a Ride-sharing Platform ”, with Yong-Pin Zhou & Yiming Zhang*, *Submitted*.
 - Partner Platform’s Research Grant Award 2018 (\$23,783)
 - Harvard Business Review (Forthcoming, IdeaWatch, January/February 2021 print issue)
 - Featured on Harvard Business Review (digital article, Oct 2020), Scheller News
 - Selected to present at Harvard Business School (COER) 2020
7. “How To Find Your Most Valuable Service Outlets: Measuring Influence Using Network Analysis”, with Shawn Mankad and Masha Shunko, *under revision*.
 - Wharton Customer Analytics Institute Data Grant Award 2015
 - Selected to present at Harvard Business School (COER) 2019
8. “Linking Delay Announcements, Abandonment, and Service Time”, with Kurt Bretthauer and Eric Webb*, *under revision*.
(Previously titled: ”Linking Delay Announcements, Abandonment, and Staffing: A Behavioral Perspective”)
 - Featured on Harvard Business Review (digital article, Oct 2020)
 - Finalist, IBM Service Science Best Student Paper Award, 2017
 - Selected to present at the Behavioral Operations Workshop, University of Wisconsin, Madison, 2016
9. “A Quality Value Chain: Linking Supply Chain Quality to Customer Lifetime Value,” with Shawn Mankad and Masha Shunko, *under revision*.
 - Wharton Customer Analytics Institute Data Grant Award 2015
 - Selected to present at The Wharton School (WCAI), 2017, Harvard Business School (COER) 2017

SELECTED
WORK-IN-PROGRESS
PAPERS

10. The Operational Implication of Minimum Wage: Evidence From A National Fashion Retailer, with Shawn Mankad and Masha Shunko
11. “On the Display Format of Delay Information: A Large Scale Field Experiment on A Rideshar-ing Platform”, with Yiming Zhang* and Yong-Pin Zhou
12. “Fairness in Algorithm-driven Scheduling”
13. “Timing Matters: Sourcing Workers in On-demand Freight Matching Platforms”, with Ziqi Dong* and Guangwen Kong

HONOURS AND
AWARDS

Thank a Teacher note and certificate, Georgia Tech,	Spring 2020
Third Prize, Service Science Best Paper Competition,	2019
Manufacturing & Service Operations Management Meritorious Service Award,	2018, 2019
DiDi Research Grant Award (\$23,783 ,with Yong-Pin Zhou),	2018
Finalist, IBM Service Science Best Student Paper Award (Eric Webb),	2017
ODT Research Faculty Award, Kelley School of Business, Indiana University,	2017
Management Science Meritorious Service Award,	2016, 2017
First Prize, CSAMSE Annual Conference/Columbia China Business Initiative Best Paper Award,	2016
Wharton Customer Analytics Initiative Data Grant Award,	2015
Walter Murphy Fellowship, Northwestern University,	2009
Nominee (only two), Valedictorian, HKUST,	2009
Outstanding Student Scholarship (Full Tuition and Stipend), HKUST,	2005- 2009
Paul and May Chu Research Award, HKUST,	2008
Leadership Fellowship, HKUST,	2007

INVITED TALKS

- McCombs School of Business, The University of Texas at Austin (scheduled)
- Industrial Engineering and Management, Technion – Israel Institute of Technology (scheduled)
- Business, Environment and Society Speaker Series, Ray C. Anderson Center for Sustainable Business, Georgia Tech, 2020
- Rutgers Business School, Rutgers University, 2020
- COER, The Wharton School, University of Pennsylvania, 2020
- Kenan–Flagler Business School, University of North Carolina, 2020
- Empirical Workshop, The Wharton School, University of Pennsylvania, 2019
- COER, Harvard Business School, Harvard University, 2019
- Kelley School of Business (ODT Seminar), Indiana University, 2019
- Scheller College of Business, Georgia Institute of Technology, 2018
- Behavioral Operations Workshop, University of Texas at Dallas, 2018
- Kelley School of Business (Marketing Department Seminar), Indiana University, 2018
- Foster School of Business, University of Washington, 2018
- Carroll School of Management, Boston College, 2017
- COER, Harvard Business School, Harvard University, 2017
- WCAI, The Wharton School, University of Pennsylvania, 2017
- The Hong Kong University of Science and Technology, Hong Kong, 2017
- Hong Kong Polytechnic University, Hong Kong, 2017
- City University of Hong Kong, Hong Kong, 2017
- Foster School of Business, University of Washington, 2015
- Indiana University, 2014
- University College of London, 2014
- Lundquist College of Business, University of Oregon, 2014

CONFERENCE
PRESENTATIONS

² *On the Display Format of Delay Information: A Large Scale Field Experiment on A Ridesharing Platform*

- 2020 INFORMS Annual Conference (Virtual)*

The Operational Implication of Minimum Wage

- Rutgers Business School, Rutgers University, 2020 (Virtual)
- The Ray C. Anderson Center for Sustainable Business, Georgia Tech (Virtual)

Delay Information on a Ride-sharing Platform: A Large Scale Field Experiment

- 2020 INFORMS Annual Conference (Virtual)
- 2019 INFORMS Annual Conference, Seattle, WA

When Less is More: Can Busier Servers Make Customers Happier?

- 2019 POMS Annual Conference, Washington D.C.*
- 2017 INFORMS Annual Conference, Houston, TX *

Call to Duty: Just-in-Time Scheduling in a Restaurant Chain?

- 2020 INFORMS Annual Conference (Virtual)
- Rutgers Business School, Rutgers University, 2020

²*Presented by former or current PhD students

- The Ray C. Anderson Center for Sustainable Business, Georgia Tech
- 2019 Sustainability Showcase, Georgia tech
- 2019 Empirical Workshop, The Wharton School, University of Pennsylvania
- 2019 INFORMS Annual Conference, Seattle, WA*
- 2019 POMS Annual Conference, Washington D.C.*
- 2018 INFORMS Annual Conference, Phoenix, AZ*
- 2018 Behavioral Operations Workshop, University of Texas at Dallas

How To Find Your Most Valuable Service Outlets: Measuring Influence Using Network Analysis

- 2020 INFORMS Annual Conference (Virtual)
- Kenan–Flagler Business School, University of North Carolina, 2020
- 2019 INFORMS Annual Conference, Seattle, WA
- COER, Harvard Business School, Harvard University, 2019
- 2019 POMS Annual Conference, Washington D.C.
- Kelley School of Business, Indiana University, 2019
- 2018 INFORMS Annual Conference, Phoenix, AZ

Linking Delay Announcements, Abandonment, and Staffing: A Behavioral Perspective

- 2019 INFORMS Annual Conference, Seattle, WA*
- 2019 POMS Annual Conference, Washington D.C.
- 2018 INFORMS Annual Conference, Phoenix, AZ*
- 2017 INFORMS Annual Conference, Houston, TX*
- 2016 INFORMS Annual Conference, Nashville, TN*
- 2016 Behavioral Operations Conference, Madison, Wisconsin*
- 2016 POMS Annual Conference, Orlando, FL
- 2015 INFORMS Annual Conference, Philadelphia, PA*
- 2015 POMS Annual Conference, Washington DC

The Reference Effect of Delay Announcements: A Field Experiment

- 2019 INFORMS Annual Conference, Seattle, WA
- Scheller College of Business, Georgia Tech, Atlanta, 2018
- Kelley School of Business (Marketing), Indiana University, Bloomington, 2018
- Foster School of Business, University of Washington, Seattle, 2018
- Carroll School of Management, Boston College, 2017
- 2018 INFORMS Annual Conference, Phoenix, AZ
- 2018 MSOM Annual Conference, Dallas, TX
- 2017 INFORMS Annual Conference, Houston, TX
- 2017 POMS Annual Conference, Seattle, WA
- 2016 INFORMS Annual Conference, Nashville, TN
- 2016 CSAMSE Annual Conference, Heifei, Anhui, China
- 2016 POMS Annual Conference, Orlando, FL
- 2015 INFORMS Annual Conference, Philadelphia, PA
- 2015 POMS Annual Conference, Washington DC
- 2014 INFORMS Annual Conference, San Francisco, CA

- 2013 INFORMS Annual Conference, Minneapolis, MN

A Quality Value Chain Network: Linking Supply Chain Quality to Customer Lifetime Value

- COER, Harvard Business School, Harvard University, 2017
- WCAI, The Wharton School, University of Pennsylvania, 2017
- The Hong Kong University of Science and Technology, Hong Kong, 2017
- Hong Kong Polytechnic University, Hong Kong, 2017
- City University of Hong Kong, Hong Kong, 2017
- 2017 INFORMS Annual Conference, Houston, TX
- 2017 CSAMSE Annual Conference, Hefei, Anhui, China
- 2017 MSOM Annual Conference, Chapel Hill, NC
- 2017 POMS Annual Conference, Seattle, WA
- 2016 INFORMS Annual Conference, Nashville, TN

Managing Customer Expectations and Priorities in Services

- 2017 INFORMS Annual Conference, Houston, TX
- 2016 INFORMS Annual Conference, Nashville, TN
- 2015 INFORMS Annual Conference, Philadelphia, PA
- 2014 INFORMS Annual Conference, San Francisco, CA
- 2014 MSOM Annual Conference, Seattle, WA
- 2013 INFORMS Annual Conference, Minneapolis, MN
- 2012 INFORMS Annual Conference, Phoenix, AZ

How do Delay Announcements Shape Customer Behavior? An Empirical Study

- 2016, CSAMSE Annual Conference, Hefei, Anhui, China
- 2016 POMS Annual Conference, Orlando, FL
- Foster School of Business, University of Washington, Seattle, 2015
- Indiana University, 2014
- University College of London, 2014
- Lundquist College of Business, University of Oregon, 2014
- 2014 INFORMS Annual Conference, San Francisco, CA
- 2013 INFORMS Annual Conference, Minneapolis, MN
- 2013 MSOM Annual Conference, Fontainebleau, France
- 2012 INFORMS Annual Conference, Phoenix, AZ
- 2012 MSOM Annual Conference, New York, NY
- 2012 POMS Annual Conference, Chicago, IL
- 2011 INFORMS Annual Meeting, Charlotte, NC

TEACHING
EXPERIENCE

Instructor, Scheller College of Business, Georgia Tech Atlanta, GA
MGT 6400, Pricing Analytics and Revenue Management (MBA elective), Spring 2020, Spring 2021
MGT 4367, Revenue Analytics (Undergraduate elective), Spring 2020, Spring 2021
MGT 6203C - Data Analytics for Business (Co-instructor, Master of Analytics), Spring 2021

Instructor, Kelley School of Business, Indiana University Bloomington, IN
BUS-P421, Supply Chain Management (undergraduate elective), Spring 2015, Spring 2016, Spring 2017, Fall 2017, Fall 2018
BUS-P635, Empirical Methods in Operations Management (PhD elective), Spring 2015, Spring 2017
X572, Business Analytics (MBA Elective), Summer 2018

TEACHING
ASSISTANT
EXPERIENCE

Kellogg School of Management, Northwestern University Evanston, IL
OPNS 430 Operations Management (MBA Core), 2011-2014

Industrial Engineering and Management Sciences, Northwestern University Evanston, IL
IEMS 480-1 Production and Logistics I (PhD Core), Winter 2011
IEMS 201, Introduction to Statistics (Undergraduate), Fall 2013
IEMS 382, Production Planning and Scheduling (Undergraduate), Winter 2013, 2014
IEMS 315-0 Stochastic Models and Simulation (Undergraduate), Fall 2012
IEMS 202-0 Probability (Undergraduate), Winter 2012
IEMS 390-0 Systems Management (Undergraduate), Fall 2011
IEMS 326-0 Economics & Finance for Engineers (Undergraduate), Fall 2010

DOCTORAL
STUDENT
SUPERVISION

- Yiming Zhang, Dissertation Committee Member & Coauthor, Jun 2018-present
 - Expected Graduation Date: Aug 2022
- Masoud Kamalahmadi, Dissertation Committee Member & Coauthor, Aug 2016-present
 - Expected Graduation Date: Aug 2020
 - Placement upon Graduation: Assistant Professor, Patti and Allan Herbert Business School, University of Miami
- Eric Webb, Coauthor, Aug 2014- Aug 2018
 - Graduation Date: Aug 2018
 - Placement upon Graduation: Assistant Professor, Carl H. Lindner College of Business, University of Cincinnati
- Dan Palmateer, Research Assistantship, Aug 2015-Jan 2016

EXTERNAL SERVICE

- Co-Chair, MSOM Service Management SIG Cluster Chair, INFORMS 2021
- Committee Member, MSOM Service Management SIG Best Paper Award, 2020
- Co-Chair, MSOM Service Management SIG Conference, 2020 (planned but canceled)
- Invited Session Chair for:
 - INFORMS 2016, 2017, 2018, 2019, 2020
 - POMS 2015, 2016, 2017, 2018, 2019
 - CSAMSE Annual Conference 2016, 2017, 2018
- Referee for: *Management Science, Operations Research, MSOM, POMS, Journal of Operations Management, Naval Research Logistics, Service Science, International Conference on Information Systems*

- Judge for the MSOM Practice-Based Research Competition, 2020
- Judge for the MSOM Student Paper Competition, 2020
- Judge for Service SIG of MSOM, 2018, 2019, 2020
- Judge for INFORMS Behavioral Operations Management Section Best Working Paper Competition, 2018, 2019, 2020

SERVICE AT
GEORGIA TECH

- Organizing Research Seminars, 2019-2020
- Actively participate in faculty recruitment, 2019-2020
- Presenter, Scheller PhD Workshop, Fall 2019
- Engagement with Home Depot, Business Analytic Center, Fall 2019

SERVICE AT INDIANA
UNIVERSITY

- Faculty Search Committee, 2018-2019
- Supply Chain Management Curriculum Committee, 2018-2019
- *Panelist for Supply Chain Management Program, 2014,2015,2016*
- *Judge for enVista case competition, 2014*
- *Organizing Research Seminars, 2016, 2017*

RECOGNITION IN
MEDIA

- INFORMS Resoundingly Human Podcast, Oct 2020.
- Harvard Business Review. IdeaWatch: The Cost of Last-Minute Scheduling (January/February 2020 print issue)
- March 15, 2019, "The hidden cost of just-in-time scheduling", University of Washington, Research Brief, <https://foster.uw.edu/research-brief/hidden-cost-just-time-scheduling/>
- May 20, 2019, "Getting Started with a Customer Experience Audit", CMS WiRE, <https://www.cmswire.com/customer-experience/getting-started-with-a-customer-experience-audit/>

OTHER RESEARCH
EXPERIENCE

Visiting Research Fellow - Computational Physics, **Northwestern University, Evanston, IL** *Jun-Sep 2008*

- Collected and studied the data from several gene databases
- Modeled and simulated a real-world complex network with applications to cancer study using C++
- Investigated the interaction of the cancer genes in the network, resulting in the identification of new rescue genes

Undergraduate Research Fellowship - Computational Physics, **HKUST, Hong Kong** *Jan-Sep 2007*

- Extracted data from an English words database, used in the development of an online dictionary
- Modeled and analyzed a linguistic network of an online dictionary
- Explored its topological and dynamical properties in C++

SKILLS AND
INTERESTS

Computers Skills: MATLAB, R, STATA, C/C++, VBA, MINTAB, AMPL
Languages: Fluent in English, Cantonese, and Mandarin
Interests: Taekwondo (Bronze Medalist, Hong Kong Region, 2006) and Tennis