

## CV OF QIUPING YU

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### I. Education

Northwestern University, Evanston, IL  
PhD, Industrial Engineering and Management Sciences, December 2014.  
M.A, Economics, June 2014.

Hong Kong University of Science & Technology (HKUST), Kowloon, HK  
B.Sc, Mathematics and Physics, June 2009.

Northwestern University, Evanston, IL  
International Exchange Program, 2007-2008.

### II. Employment History

Georgia Institute of Technology, Atlanta, GA  
Assistant Professor, Operations Management, Scheller College of Business, 2019 – present  
Faculty Affiliate, Georgia Tech Supply Chain and Logistics Institute, 2019 – present

Kelley School of Business, Indiana University, Bloomington, IN  
Assistant Professor, Operations & Decision Technologies, 2015 – 2019

Kellogg School of Management, Northwestern University, Evanston, IL  
Research Associate, Operations Management, 2010-2014.

### III. Honors and Awards

#### Research

1. First Prize, *2021 INFORMS Service Science Best Cluster Paper Award*, with Yiming Zhang and Yong-Pin Zhou: "Delay Information in Virtual Queues: A Large-Scale Field Experiment on a Major Ride-sharing Platform."
2. Second Prize, *2021 Overseas Chinese Scholars Association in Management Science and Engineering (CSAMSE) Practice Award*, with Yiming Zhang and Yong-Pin Zhou: "Delay Information in Virtual Queues: A Large-Scale Field Experiment on a Major Ride-sharing Platform."
3. Finalist, *2021 INFORMS Behavioral Operations Management Best Paper Award*, with Yiming Zhang and Yong-Pin Zhou: "Delay Information in Virtual Queues: A Large-Scale Field Experiment on a Major Ride-sharing Platform." (One of the 5 finalists selected among 59 submissions.)
4. Third Prize, *2019 INFORMS Best Service Science Paper Award*, with Masoud Kamalahmadi and Yong-Pin Zhou: "Call to Duty: Just-in-Time Scheduling in a Restaurant Chain." (Selected from among 51 papers submitted to this annual competition.)

5. Advisor of Eric Webb for the paper "Linking Delay Announcements, Abandonment, and Staffing: A Behavioral Perspective", which was selected as a Finalist, *2017 IBM Service Science Best Student Paper Award*.
6. First Prize, *2016 Overseas Chinese Scholars Association in Management Science and Engineering (CSAMSE) Annual Conference/Columbia University China Business Initiative Best Paper Award* (\$800), with Gad Allon and Achal Bassamboo: "How do Delay Announcements Shape Customer Behavior? An Empirical Study."
7. *Faculty Research Award*, Kelley School of Business, Indiana University, 2017 (Research award given annually to one faculty in operations management, \$1000).
8. *Manufacturing & Service Operations Management Meritorious Service Award*, 2018, 2019, 2020.
9. *Management Science Meritorious Service Award*, 2016, 2017.
10. *Wharton Customer Analytics Initiative (WCAI) Data Grant Award* (with Shawn Mankad and Masha Shunko), 2015.
11. *Paul and May Chu Research Award*, HKUST, 2008.

### **Teaching and Other Awards**

12. Student Recognition of Excellence in Teaching (University Level), Georgia Tech, Spring 2021
13. Thank-a -Teacher note and certificate, Georgia Tech, Spring 2020.
14. Walter Murphy Fellowship, Northwestern University, 2009.
15. Nominee (only two), Valedictorian, HKUST, 2009.
16. Outstanding Student Scholarship (Full Tuition and Stipend), HKUST, 2005- 2009.
17. Leadership Fellowship, HKUST, 2007.

## **IV. Research, Scholarship, and Creative Activities**

### **A. Academic Journal Articles (student coauthors\*)**

1. Yu, Qiuping, Gad Allon, and Achal Bassamboo (2017). How do Delay Announcements Shape Customer Behavior? An Empirical Study. *Management Science*, 63(1), 1-20. ([Link](#))
  - a. First Prize Winner, CSAMSE Annual Conference/Columbia University China Business Initiative Best Paper Award, 2016 (\$800).
2. Yu, Qiuping, Gad Allon, Achal Bassamboo, and Seyed Iravani (2018). Managing Customer Expectations and Priorities in Service Systems. *Management Science*, 64(8), 3942-3970. ([Link](#))
  - a. Featured in Harvard Business Review (digital article), 2020. ([Link](#))
3. Yu, Qiuping, Gad Allon, and Achal Bassamboo (2021). The Reference Effect of Delay Announcements: A Field Experiment. Published Online, *Management Science*. ([Link](#))
  - a. Featured in INFORMS Resoundingly Human Podcast (featured guest), 2020. ([Link](#))
  - b. Featured in Harvard Business Review (digital article), 2020. ([Link](#))
4. Masoud Kamalahmadi\*, Qiuping Yu, and Yong-Pin Zhou (2021). Call to Duty: Just-in-Time Scheduling in a Restaurant Chain. Published Online, *Management Science*. ([Link](#))
  - a. Featured in Harvard Business Review (January/February 2020 print issue). ([Link](#))
  - b. Featured in INFORMS Press Release. ([Link](#))
  - c. Featured in KCBS News Radio San Francisco (live interview, 2021). ([Link](#))
  - d. Third Prize, INFORMS Best Service Science Paper Award, 2019.
5. Qiuping Yu, Yiming Zhang\*, and Yong-Pin Zhou (2021). Delay Information in Virtual Queues: A Large-Scale Field Experiment on a Major Ride-sharing Platform. *Accepted, Management Science*. ([Link](#))
  - a. DiDi Research Grant Award 2018 (\$23,783).

- b. The bar for the fast track is higher than the regular track at MS. The acceptance rate for fast-track submissions is around 5% in 2020. (From the editor 2021: [Link](#))
- c. First Place, 2021 INFORMS Service Science Best Paper Award Competition.
- d. Second Place, 2021 CSAMSE Practice Award.
- e. Finalist, 2021 INFORMS Behavioral Operations Management best working paper award (one of the five finalists among 59 submissions).
- f. Featured in Harvard Business Review (January/February 2021 print issue). ([Link](#))
- g. Featured in Harvard Business Review (digital article, Oct 2020). ([Link](#))

## B. Submitted Journal Articles (with Date of Submission)

- 6. Qiuping Yu, Shawn Mankad, and Masha Shunko. Evidence of The Unintended Labor Scheduling Implications of Minimum Wage. *Major Revision, Manufacturing & Service Operations Management* (MSOM). ([Link](#))
  - a. *Featured in Wall Street Journal.* ([Link](#))
  - b. *Featured in Bloomberg Businessweek.* ([Link](#))
  - c. *Featured in American Enterprise Institute for Public Policy Research (AEI.org)* ([Link](#))
  - d. *Featured in Cato Institute (cato.org).* ([Link](#))
  - e. *Featured in Foundation for Economic Education (FEE.org).* ([Link](#))
  - f. *Featured in Harvard Business Review (digital article, June 2021).* ([Link](#))
- 7. Shawn Mankad, Masha Shunko, and Qiuping Yu. Too Close for Comfort? Understanding Peer Effects in Large Franchised Networks. *Major Revision, Production and Operations Management* (POMS). ([Link](#))
  - a. Wharton Customer Analytics Institute Data Grant Award.
- 8. Eric Webb\*, Qiuping Yu and Kurt Bretthausen. Linking Delay Announcements, Abandonment, and Service Time. *Reject & Resubmit, Operations Research* ([Link](#))
  - a. Previously titled: “Linking Delay Announcements, Abandonment, and Staffing: A Behavioral Perspective.”
  - b. *Featured in Harvard Business Review (digital article, Oct 2020).* ([Link](#))
  - c. Finalist, IBM Service Science Best Student Paper Award, 2017.
- 9. Qiuping Yu, Masha Shunko, and Shawn Mankad. A Quality Value Chain Network: Linking Supply Chain Quality to Customer Lifetime Value. *Reject & Resubmit, Management Science.* ([Link](#))
  - a. Wharton Customer Analytics Institute Data Grant Award

## C. Research in Progress

- 10. Qiuping Yu, Yiming Zhang\*, and Yong-Pin Zhou. On the Display Format and Granularity of Wait Time Information: A Large-scale Field Experiment on A Ridesharing Platform. *In preparation for submission to Management Science.*
- 11. Masoud Kamalahmadi\*, Qiuping Yu, and Yong-Pin Zhou. The Role of Workers' Gender and Race in Perceived Service Quality: Evidence from a national Restaurant Chain in the US. *In preparation for submission to Management Science.*
- 12. Qiuping Yu, Yiming Zhang\*, and Yong-Pin Zhou. Optimizing Real-time Compensation for Waiting in Queue: a Personalized Algorithm Validated by a Field Experiment on a ridesharing platform. *Finished running the field experiment and preliminary results are available.*
- 13. Ziqi Dong\*, Guangwen Kong, and Qiuping Yu. Timing Matters: Sourcing Workers in On-demand Freight Matching Platforms. *Preliminary Draft Available Upon Request.*

14. Qiuping Yu. Fairness in Algorithm-driven Scheduling. *Data collected & early-stage analysis*.
15. Zheng Dong\*, Yao Xie, and Qiuping Yu. Fairness in Policing and Crime Prevention: a machine learning approach with causal inference. *Data collected & early-stage analysis*.

#### D. Practitioner Journals

16. Qiuping Yu, Shawn Mankad, and Masha Shunko (2021). The Unintended Labor Scheduling Implications of Minimum Wage. *Harvard Business Review*. (digital article) ([Link](#)).
17. Qiuping Yu (2020). When Providing Wait Times, It Pays to Underpromise and Overdeliver. *Harvard Business Review*. (digital article) ([Link](#)).
  - Was translated to Chinese ([Link](#)), Traditional Chinese (Taiwan, [Link](#)), Korean ([Link](#)), and Turkish ([Link](#)).
18. Masoud Kamalahmadi\*, Qiuping Yu and Yong-Pin Zhou (2020), "The Costs of Last-Minute Scheduling." *Harvard Business Review*. (IdeaWatch Article, January/February 2020 print issue) ([Link](#)).
  - Was translated to Chinese ([Link](#)) and Persian ([Link](#)).
19. Qiuping Yu, Yiming Zhang\*, Yong-Pin Zhou (2021). "A Better Way to Manage Virtual Queues." *Harvard Business Review*. (IdeaWatch Article, January/February 2021 print issue) ([Link](#)).
  - Was translated to French ([Link](#)) and Russian ([Link](#)).

#### E. Presentations

##### Invited Seminars

1. Rotterdam School of Management, Erasmus University, Netherlands, 2021 (Scheduled)
2. College of Business, The Nanyang Technological University, Singapore, 2021 (Scheduled)
3. Delay Information in Virtual Queues: A Large-Scale Field Experiment on a Ride-sharing Platform. *Johnson Graduate School of Management, Cornell University*, 2021.
4. Delay Information in Virtual Queues: A Large-Scale Field Experiment on a Ride-sharing Platform. *Booth School of Business, University of Chicago*, 2021 (Virtual).
5. Delay Information in Virtual Queues: A Large-Scale Field Experiment on a Ride-sharing Platform. *McCombs School of Business, The University of Texas at Austin*, 2021 (Virtual).
6. Delay Information in Virtual Queues: A Large-Scale Field Experiment on a Ride-sharing Platform. *Kelley School of Business, Indiana University (Consortium Friday Virtual Seminar Series)*, 2021.
7. Delay Information in Virtual Queues: A Large-Scale Field Experiment on a Ride-sharing Platform. *Industrial Engineering and Management, Technion - Israel Institute of Technology*, 2020 (Virtual).
8. What Are the Economic and Social Impacts of Algorithm-Driven Scheduling Practices? *Business, Environment and Society Speaker Series, Ray C. Anderson Center for Sustainable Business, Georgia Tech*, 2020 (Virtual).
9. What Are the Economic and Social Impacts of Algorithm-Driven Scheduling Practices? *Rutgers Business School, Rutgers University*, 2020 (Virtual).

10. How To Find Your Most Valuable Service Outlets? Measuring Influence Using Network Analysis. *Kenan-Flagler Business School, University of North Carolina*, 2020.
11. How To Find Your Most Valuable Service Outlets? Measuring Influence Using Network Analysis. *Kelley School of Business, Indiana University*, 2019
12. The Reference Effect of Delay Announcements: A Field Experiment. *Scheller College of Business, Georgia Institute of Technology*, 2018
13. The Reference Effect of Delay Announcements: A Field Experiment. *Kelley School of Business (Marketing Department Seminar), Indiana University*, 2018
14. The Reference Effect of Delay Announcements: A Field Experiment. *Foster School of Business, University of Washington*, 2018
15. The Reference Effect of Delay Announcements: A Field Experiment. *Carroll School of Management, Boston College*, 2017
16. A Quality Value Chain Network: Linking Supply Chain Quality to Customer Lifetime Value. *The Hong Kong University of Science and Technology (HKUST)*, Hong Kong, 2017
17. A Quality Value Chain Network: Linking Supply Chain Quality to Customer Lifetime Value. *Hong Kong Polytechnic University*, Hong Kong, 2017
18. A Quality Value Chain Network: Linking Supply Chain Quality to Customer Lifetime Value. *City University of Hong Kong*, Hong Kong, 2017
19. My Road to Academia from IEMS. *Industrial Engineering and Management Sciences, Northwestern University (PhD Recruitment Seminar)*, 2016
20. How Do Delay Announcements Shape Customer Behavior? An Empirical Study. *Foster School of Business, University of Washington*, 2015
21. How Do Delay Announcements Shape Customer Behavior? An Empirical Study. *Kelley School of Business, Indiana University*, 2014
22. How Do Delay Announcements Shape Customer Behavior? An Empirical Study. *Lundquist College of Business, University of Oregon*, 2014
23. *How Do Delay Announcements Shape Customer Behavior? An Empirical Study*. *University College of London*, 2014

### **Invited International Workshops**

1. Delay Information in Virtual Queues: A Large-Scale Field Experiment on a Ride-sharing Platform. *The Empirical Workshop, The Wharton School, University of Pennsylvania*, 2021 (Virtual).
2. Delay Information in Virtual Queues: A Large-Scale Field Experiment on a Ride-sharing Platform. *Marketplace Innovation Workshop, Columbia University*, 2021 (Virtual).
3. Delay Information in Virtual Queues: A Large-Scale Field Experiment on a Ride-sharing Platform. *Consortium for Operational Excellence in Retailing (COER), Harvard Business School, Harvard University*, 2020 (Virtual).
4. Call to Duty: Just-in-Time Scheduling in a Restaurant Chain. *The Empirical Workshop, The Wharton School, University of Pennsylvania*, 2019.

5. How To Find Your Most Valuable Service Outlets: Measuring Influence Using Network Analysis. *Consortium for Operational Excellence in Retailing (COER), Harvard Business School, Harvard University, 2019.*
6. Call to Duty: Just-in-Time Scheduling in a Restaurant Chain. *Behavioral Operations Workshop, University of Texas at Dallas, 2018*
7. A Quality Value Chain Network: Linking Supply Chain Quality to Customer Lifetime Value. *Consortium for Operational Excellence in Retailing (COER), Harvard Business School, Harvard University, 2017*
8. A Quality Value Chain Network: Linking Supply Chain Quality to Customer Lifetime Value. *Wharton Customer Analytic Initiatives (WCAI), The Wharton School, University of Pennsylvania, 2017*

**Invited International Conference Presentations (#Indicates student presentation)**

1. Evidence of The Unintended Labor Scheduling Implications of Minimum Wage
  - 2021 INFORMS Annual Conference (Virtual)
2. The Role of Workers' Gender and Race in Perceived Service Quality: Evidence from a national Restaurant Chain in the US
  - 2021 MSOM Annual Conference (*Refereed*), Kelley School of Business, Indiana University (Virtual) #
3. On the Display Formats and Granularities of Delay Information: A Large-scale Field Experiment on A Ridesharing Platform.
  - 2021 MSOM Annual Conference (*Refereed*), Kelley School of Business, Indiana University (Virtual) #
  - 2020 INFORMS Annual Conference (Virtual) #
4. Timing Matters: Sourcing Workers in On-demand Freight Matching Platforms
  - 2021 POMS Annual Conference (Virtual) #
5. Delay Information in Virtual Queues: A Large-scale Field Experiment on A Ridesharing Platform.
  - 2021 INFORMS Annual Conference (Virtual)
  - 2021 CSAMSE Annual Conference, Shanghai, China #
  - 2020 INFORMS Annual Conference (Virtual)
  - 2019 INFORMS Annual Conference, Seattle, WA
6. When Less is More: Can Busier Servers Make Customers Happier?
  - 2019 POMS Annual Conference, Washington D.C. #
  - 2017 INFORMS Annual Conference, Houston, TX. #
7. Call to Duty: Just-in-Time Scheduling in a Restaurant Chain.
  - 2020 INFORMS Annual Conference (Virtual)
  - 2019 INFORMS Annual Conference, Seattle, WA #
  - 2019 POMS Annual Conference, Washington D.C. #
  - 2018 INFORMS Annual Conference, Phoenix, AZ #

8. How To Find Your Most Valuable Service Outlets? Measuring Influence Using Network Analysis.
  - 2020 INFORMS Annual Conference (virtual)
  - 2019 INFORMS Annual Conference, Seattle, WA
  - 2019 POMS Annual Conference, Washington D.C.
  - 2018 INFORMS Annual Conference, Phoenix, AZ
9. Linking Delay Announcements, Abandonment, and Service Time (Previously titled “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 (*Refereed*), Madison, Wisconsin #
  - 2016 POMS Annual Conference, Orlando, FL
  - 2015 INFORMS Annual Conference, Philadelphia, PA #
  - 2015 POMS Annual Conference, Washington DC
10. The Reference Effect of Delay Announcements: A Field Experiment
  - 2019 INFORMS Annual Conference, Seattle, WA
  - 2018 INFORMS Annual Conference, Phoenix, AZ
  - 2018 MSOM Annual Conference (*Refereed*), 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
11. A Quality Value Chain Network: Linking Supply Chain Quality to Customer Lifetime Value
  - 2017 INFORMS Annual Conference, Houston, TX
  - 2017 CSAMSE Annual Conference, Heifei, Anhui, China
  - 2017 MSOM Annual Conference (*Refereed*), Chapel Hill, NC
  - 2017 POMS Annual Conference, Seattle, WA
  - 2016 INFORMS Annual Conference, Nashville, TN
12. 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 (*Refereed*), Seattle, WA
- 2013 INFORMS Annual Conference, Minneapolis, MN
- 2012 INFORMS Annual Conference, Phoenix, AZ

13. How do Delay Announcements Shape Customer Behavior? An Empirical Study

- 2016, CSAMSE Annual Conference, Hefei, Anhui, China
- 2016 POMS Annual Conference, Orlando, FL
- 2014 INFORMS Annual Conference, San Francisco, CA
- 2013 INFORMS Annual Conference, Minneapolis, MN
- 2013 MSOM Annual Conference (*Refereed*), Fontainebleau, France
- 2012 INFORMS Annual Conference, Phoenix, AZ
- 2012 MSOM Annual Conference (*Refereed*), New York, NY
- 2012 POMS Annual Conference, Chicago, IL
- 2011 INFORMS Annual Meeting, Charlotte, NC

**F. Grants and Contracts**

**F1. As Principal Investigator**

Title of Project: Improving Customer Experience through Delay Announcements  
 Agency/Company: Xiaoju Science and Technology (Hongkong) Limited (DiDi Chuxing)

Total Dollar Amount: \$23,783

Role: Principal Investigator (PI)

Collaborators: Yong-Pin Zhou (PI)

Period of Contract: Oct/15/2018 – Current

Candidate's Share: \$7,875 (The rest is to support our PhD student Yiming Zhang)

**F2. Proposals Submitted but Not Funded (Last Two Years)**

Title of Project: A Data-Driven Framework for Effective Policing and Crime Prevention

Agency/Company: 2020 Small Bets Seed Grant Program, Georgia Institute of Technology (*Lottery-based grant that encourages interdisciplinary research within Georgia Tech*)

Total Dollar Amount: \$74,887

Role: Principal Investigator (Co-PI)

Collaborators: Yao Xie (Co-PI), He Wang (Co-PI), Trevor Goodyear (Co-PI), and Leigh McCook (Co-PI).

Period of Contract: June 2020 – June 2021

Candidate's Share: \$11,000

**G. Societal and Policy Impacts**

**Selected Full-article Media Coverages**

1. *The Wall Street Journal*. "More Hidden Costs in the Fight for \$15." June 22, 2021. ([Link](#))



2. *Bloomberg Businessweek*. "A Higher Minimum Wage Can Lead Employers to Lower Compensation." June 23, 2021. ([Link](#))
3. *American Enterprise Institute for Public Policy Research (AEI.org)*. "Who-d a-Thunk It? Mandated minimum wage increases have adverse effects and lead to lower compensation?" June 13, 2021. ([Link](#))
4. *Foundation for Economic Education (FEE.org)*. "Harvard Business Review: Minimum Wage Hikes Led to Lower Worker Compensation, New Research Shows." June 11, 2021. ([Link](#))
5. The Cato Institute (cato.org). "Retailers Adjust Work Schedules to Offset Minimum Wage Hikes." June 14, 2021. ([Link](#))
6. Opportunity Washington. "New research suggests raising the minimum wage can reduce total compensation of hourly workers." June 23, 2021. ([Link](#))
7. The Tennessee Star. "Commentary: Minimum Wage Hikes Led to Lower Worker Compensation, New Research Shows." June 13, 2021. ([Link](#))
8. *Emerging*. "Make Flexible Scheduling Your Secret Weapon in 2021." March 1, 2021. ([Link](#))
9. *The Science Times*. "Unpredictable Work Schedules Negatively Affect Employee Performance, Restaurant Revenues." February 26, 2021. ([Link](#))
10. *INFORMS Press Release*. "New Research Shows Unpredictable Work Schedules Impact Restaurant Revenue." February 25, 2021. ([Link](#))
11. *University of Washington, Foster Research Brief*. "Minimum wage increase can exact an unintended toll on workers intended to benefit." March 22, 2021. ([Link](#))
12. *Georgia Tech Scheller News*. "The Unintended Labor Scheduling Implications of Minimum Wage: Research from Scheller Professor Qiuping Yu." March 4, 2021. ([Link](#))
13. *Georgia Tech Scheller News*. "How Algorithm-Driven Scheduling Can Hurt Profitability: Research from Scheller Professor Qiuping Yu." November 16, 2020. ([Link](#))
14. *University of Miami News*. "Study: Advanced scheduling for workers is better for business." November 10, 2020. ([Link](#))
15. *Georgia Tech Scheller News*. "Increasing the Success of Virtual Queues: Research from Scheller Professor Qiuping Yu." November 9, 2020. ([Link](#))
16. *University of Washington, Foster Research Brief*. "The hidden cost of just-in-time scheduling." March 15, 2019. ([Link](#))

### **Selected Interviews**

17. *INFORMS Resoundingly Human Podcast (Featured Guest)*. "Virtual queues: How managing wait time information can improve the customer experience." October 16, 2020. ([Link](#))
18. *KCBS News Radio San Francisco (live interview)*. March 1, 2021. ([Link](#))

### **Selected Media Mentions**

19. *Sacramento Bee*. "California is trying a \$15 minimum wage. Is it time for \$20." Sep 8, 2021. ([Link](#))
20. *Georgia Tech Sustainability Center News*. "Sustainability Faculty Publish Op-Eds on Social Impact, Supplier Transparency, and Minimum Wage." Sep 24, 2021. ([Link](#))
21. *CMS WiRE*. "Getting Started with a Customer Experience Audit." May 20, 2019. ([Link](#))

## **H. Other Professional Activities**

### **Consultant:**

- DiDi Chuxing: Virtual Queue Design, 2018 – current.

- Independent Purchasing Cooperative, Inc. (Subway Restaurants): supply chain quality and franchise network management, 2015 – 2016.
- Red Robin Gourmet Burgers and Brews: customer lifetime value and workforce analytics, 2015 – 2018.

**Undergraduate Research Fellowship**, Complex Network, HKUST, Hong Kong, 2007  
**Undergraduate Research Fellowship**, Computational Biophysics, Northwestern University, Evanston, IL, USA, 2008

## V. Teaching

### A. Courses Taught

#### At Georgia Tech:

- MGT 6400, Pricing Analytics and Revenue Management (Elective in full-time MBA, evening MBA, and Master in Analytics, 2020-Present)
  - 3 Sections; Average class size: 41; Interpolated median evaluation: 4.8/5.0.
- MGT 4367, Revenue Analytics (Undergraduate elective, 2020-Present)
  - 2 Sections; Average class size: 34; Interpolated median evaluation: 4.4/5.0.
- MGT 6203C - Data Analytics for Business (Co-instructor, Elective in Master in Analytics, 2021 - present)
  - 1 Section; Class size: 63; Interpolated median evaluation: 4.3/5.0.

#### At Indiana University:

- BUS-P421, Supply Chain Management (undergraduate elective, 2015-2018),
  - 14 Sections; Average class size: 36; Most recent evaluation (mean): 6.2/7.0.
- BUS-P635, Empirical Methods in Operations Management (PhD elective),
  - 3 Sections; Average class size: 2; Most recent evaluation (mean): 6.5/7.0.
- X572, Business Analytics (Co-instructor, Online MBA Elective, Summer 2018)
  - No teaching evaluation was collected

### B. Individual Student Guidance

#### Ph.D. Students

1. Shubhobrata Palit (Dissertation Committee Member, since 08/2020 - present), Georgia Tech, Expected to Graduate 08/2021.
  - a. Dissertation Title: Innovation and Supply Networks.
  - b. Placement upon Graduation: Assistant Professor, ESADE Business School, Barcelona, Spain.
2. Li Ding (Research Assistantship), Georgia Tech, 08/2020 – 12/2020.
  - a. Project Title: Fairness in Algorithm-driven Scheduling.
3. Yiming Zhang (Dissertation Committee Member & Co-author of all dissertation papers, 06/2018 - present), University of Washington, Expected to Graduate 06/2022.
  - a. Dissertation Title: Virtual Queue Management on Ridesharing Platforms.

- b. I support Yiming’s research through a grant and have arranged his internships at DiDi Chuxing together with Yong-Pin Zhou. I cannot serve as an official co-advisor due to the University of Washington policy.
  - c. Our first paper together (Yu et al [5]) was accepted by MS (fast track) in August 2021. It was recognized by multiple research awards and given extensive coverage in two HBR articles. Our second paper together (Yu et al [10]) is in preparation for submission to MS by Dec 2021. Preliminary results are available for our third paper together (Yu et al [12]). The insights and solutions identified in Yu et al [5,10] have been adopted and implemented by a major global ridesharing platform, across its entire platform, leading to an 80% improvement in customer wait experience.
- 4. Masoud Kamalahmadi (Dissertation Committee Member & Advisor of One Dissertation Paper and One Non-dissertation Paper, since 08/2016), Indiana University, Graduated 08/2020.
  - a. Dissertation Title: The Way We Work: The Impact of Work Design on Operational Performance in Services.
  - b. Placement upon Graduation: Assistant Professor, Patti and Allan Herbert Business School, University of Miami.
  - c. Prior to his graduation, our first paper together (Kamalahmadi et al [4]) won the Third Prize for the 2019 INFORMS Best Service Science Paper Award (Oct 2019) and was given a minor revision in MS (Jan 2020).
  - d. Quotes from Masoud’s Dissertation Acknowledgments: “Qiuping is the reason I fell in love with econometrics. She has taught me a great deal about causality and empirical research. Through our interactions, I have not only become a more versatile researcher, but also learned to write better essays, for which I am deeply grateful.”
  - e. After Masoud’s graduation, I continue to mentor him on his empirical research. Our first paper (Kamalahmadi et al [4]) is now published in MS, and our second paper (Kamalahmadi et al [11]) is targeted for submission to MS by Dec 2021 (draft available).
- 5. Eric Webb (advisor of a non-dissertation paper, 2015-2018), Indiana University, Graduated 08/2018
  - a. Placement upon Graduation: Assistant Professor, Carl H. Lindner College of Business, University of Cincinnati.
  - b. Title of the paper: Linking Delay Announcements, Abandonment, and Staffing: A Behavioral Perspective. This paper was selected as one of the finalists for the 2017 IBM Service Science Best Student Paper Award.
- 6. Dan Palmateer (Research Assistantship), Indiana University, 08/2015-01/2016.
  - a. Project Title: Consumer-usage Information Sharing in cloud computing.

### **C. Educational Innovations and Other Contributions**

#### **Curricular Contributions at Georgia Tech**

- **Master in Analytics Course: Data Analytics for Business (MGT 6203C)**
  - The course is one-semester long and is comprised of 4 Modules (Basic, Finance, Marketing, and Operations). I teach the module on Analytics and Operations Applications.

- For this Module, I developed the content from scratch based on my research. It covers topics including virtual queue design, socially sustainable workforce management, and supply chain network design, which are all data driven. Besides the applications, the students also learn optimization and causal inference methods.
- **MBA and Undergraduate Courses: Pricing Analytics and Revenue Management (MGT 6400 & MGT 4367)**
  - I have introduced new topics based on my research, which include customer segmentation, capacity and revenue management at restaurants and on ridesharing platforms. I taught these topics using data from my own research collaborations with different companies.
  - Students learn how to analyze the data, estimate machine learning and optimization models using both Excel and R. I have created more content on R programming to ease students' transition to code in R for comprehensive projects in this class.

### **Curricular Contributions at Indiana University:**

- **PhD-level Course: Empirical Methods in Operations Management (P635)**
  - I have developed this class from scratch. It covers a wide range of causal inference and machine learning methods including structural estimation, instrumental variables, sample selection methods, regression discontinuity, difference-in-difference, propensity score matching, field-experimental design, LASSO, natural language process, and recommendation algorithms.
  - The students learn each method through multiple applications and developing their own research proposals.
- **Online MBA Course: Business Analytics**
  - The course is comprised of 6 Modules. I taught one of these 6 modules, which is on Service Profit Chain.
  - For this Module, I developed the content from scratch based on my research. It is about how operational drivers, such as Staffing, Scheduling, and supply chain quality, impact consumer experience and drive firm's profitability.
  - I taught these topics using data from my research collaborations with two national restaurant chains in the US.

## **VI. Service**

### **A. Professional Contributions**

- 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 at last minute due to COVID-19)
- Invited Session Chair for:
  - a. INFORMS: 2016, 2017, 2018, 2019, and 2020.
  - b. POMS 2015, 2016, 2017, 2018, and 2019.
  - c. CSAMSE Annual Conferences 2016, 2017, and 2018.

- Referee for: Management Science, Operations Research, MSOM, POMS, Journal of Operations Management, Naval Research Logistics, Service Science, International Conference on Information Systems.
  - I have written in total over 70 referee reports since 2015.
  - I won the MSOM Meritorious Service Award, 2018, 2019, and 2020.
  - I won the MS Meritorious Service Award, 2016 and 2017.
- Judge for the MSOM Practice-Based Research Competition, 2020.
- Judge for the MSOM Student Paper Competition, 2020 and 2021.
- Judge for Service SIG of MSOM, 2018, 2019, 2020, and 2021.
- Judge for INFORMS Behavioral Operations Management Section Best Working Paper Competition, 2018, 2019, 2020 and 2021.
- Judge for the CSAMSE Annual Conference Best Paper Award 2020, 2021

## **B. Institute Contributions**

### **At Georgia Tech:**

- College level: Committee Member, Scheller College of Business Honors Committee, 2021.
- Area level: Co-organizing Research Seminars, 2019-present.
- Area level: Actively participate in faculty recruitment (screening resumes, interviewing, and meeting candidates, and attending job talks), 2019-2020.
- College level: Presenter, Scheller PhD Workshop, Fall 2019.
- College level: Engagement with Home Depot, Business Analytics Center, Fall 2019.

### **At Indiana University:**

- Department level: Faculty Search Committee, 2018-2019.
- Department level: Supply Chain Management Curriculum Committee, 2018-2019.
- Department level: Panelist for Supply Chain Management Program, 2014-2016.
- Department level: Judge for enVista case competition, 2014.
- Department level: Co-organizing Research Seminars, 2016 and 2017.