

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.com/
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	Service Operations, 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	“No Call, No Show: Impact of No-Shows on Customer Attrition in Online-to-Offline Services” with Nil Karacaoglu. <i>Minor Revision</i> for Manufacturing & Service Operations Management , 2025. “Proximity Matters: The Impact of Collocated Urgent Care Center on Emergency Department Arrivals” with Achal Bassamboo and Martin A. Lariviere. <i>Major Revision</i> for Production and Operations Management , 2025.
	“Expedited Service Promises: Evidence from a Food Ordering Platform with Self-Pickup” with Nil Karacaoglu and Luyi Yang. <i>Reject and Resubmit</i> for Manufacturing & Service Operations Management , 2025.
	“The Spillover Effects of Giveaways on Gaming Platforms: Evidence from a Quasi-Experiment on Steam” with Campbell Clarkson, Necati Tereyagoglu, and Sriram Venkataraman. <i>Major Revision</i> for Manufacturing & Service Operations Management , Manuscript Available Upon Request, 2025.
	“What remains after LLMs: technical knowledge moves from hubs to niches” with Neha Sharma. <i>Under review</i> , 2025.

“Too Neat To be True? Bias and Consumer Response with AI-Generated Review Summaries” with Jiding Zhang and Yunzhou Zhong. *Work in progress*, 2025.

“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.

“Disintermediation Evidence From a Cleaning Platform” with Nil Karacaoglu and Ioannis Stamatopoulos. *Under Revision*.

TEACHING
EXPERIENCE

Instructor at Freeman School of Business, Tulane University
MGSC 7000 Business Analytics Practicum (Fa22, Fa23, Fa24, Fa25)
Course offered in the Master of Business Analytics & AI program
Course covers R coding with Amazon Q, OpenAI API, data visualization, and descriptive analysis along with experiential learning.

MGSC 3010 Intro to Business Analytics (Sp21, Sp22, Fa22, Fa23, Fa24, Fa25)
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 (February 2020)
Smeal College of Business, Pennsylvania State University (November 2022)
The Chinese University of Hong Kong (Shenzhen) Business School (January 2025)

CONFERENCE TALKS	<p>“Expedited Service Promises: Evidence from a Food Ordering Platform with Self-Pickup” 2025 POMS (scheduled), 2024 Marketplace Innovation Workshop, 2024 MSOM, 2024 INFORMS</p> <p>“No Call, No Show: Impact of No Show and Its Remedies on Service Platforms” 2024 MSOM, 2023 INFORMS</p> <p>“Disintermediation Evidence From a Cleaning Platform” 2025 POMS (scheduled), 2023 POMS</p> <p>“Cents of Urgency: The Impact of a Collocated Urgent Care Center on ED Overuse” 2022 INFORMS, 2021 MSOM SIG, 2020 INFORMS 2022 Workshop for Empirical Research in Operations Management</p> <p>“Promotional Design for Small Businesses: The Operational Value of Online Deals” 2025 POMS (scheduled), 2021 MSOM, 2019 INFORMS, 2019 POMS 2019 Workshop for Empirical Research in Operations Management</p> <p>“Is Full Price the Full Story When Consumers Have Time and Budget Constraints?” 2019 INFORMS Annual Meeting, 2017 INFORMS Annual Meeting</p>
SERVICE	<p>Journal referee: Management Science (2021, 2023, 2024, 2025), Operations Research (2024), Health Care Management Science (2024), Manufacturing & Service Operations Management (2022, 2023, 2024, 2025), Production and Operations Management (2020, 2021, 2022, 2023, 2024, 2025)</p> <p>Review for competitions and conferences: Healthcare 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)</p> <p>Conference session chairs: POMS conference, Empirical Research in Operations Management track POMS conference, Product Innovation and Technology Management track INFORMS annual meeting, Service Science track</p> <p>Tulane Freeman Management Science Area Research Seminar, 2023-2024, 2024-2025 Tulane Freeman Graduate (Masters) Studies Committee, 2024-2025 Tulane Freeman Undergraduate Studies Committee, 2021-2023</p>