

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, Multichannel Services, Empirical Analysis
PUBLISHED/ ACCEPTED	[1] “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). [2] “No Call, No Show: Impact of No-Shows on Customer Attrition in Online-to-Offline Services” with Nil Karacaoglu. Manufacturing & Service Operations Management , <i>Accepted</i> , 2026. DOI: 10.1287/msom.2025.0421. [3] “Proximity Matters: The Impact of Urgent Care Centers on Emergency Department Arrivals” with Achal Bassamboo and Martin A. Lariviere. Production and Operations Management , <i>Accepted</i> , 2026. DOI: 10.1177/10591478261468124.
WORKING PAPERS	[4] “When Free Is Not Enough: Layered Network Effects and Platform Competition” with Campbell Clarkson*, Necati Tereyagolu, Sriram Venkataraman. <i>Major Revision</i> for Manufacturing & Service Operations Management , 2026. [5] “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. [6] “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.

[7] “Generative AI Shifts Technical Knowledge Production Toward Recombinant Novelty” with Neha Sharma. *Under review at Nature Human Behaviour*, 2026.
[Knowledge at Wharton]

[8] “Disintermediation Evidence From a Cleaning Platform” with Nil Karacaoglu and Ioannis Stamatopoulos. *Under revision*, 2025.

*student coauthor when project started.

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 and AI program Course covers R coding with Amazon Q, OpenAI API, data visualization, and descriptive analysis along with experiential learning.
	MGSC 3010 Introduction to Business Analytics (Sp21, Sp22, Fa22, Fa23, Fa24, Fa25) Course offered to the Undergraduate Business majors 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. <i>Undergraduate Honours Thesis</i> , 2013.
PROFESSIONAL EXPERIENCE	Data Scientist, Microsoft, Redmond, WA, March 2015 - September 2015 Uncovered how Cortana’s 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)
 Zicklin School of Business, Baruch College (December 2025)

CONFERENCE TALKS	“Expedited Service Promises: Evidence from a Food Ordering Platform with Self-Pickup” 2026 INFORMS RMP, 2025 MSOM (accepted; unable to attend), 2025 INFORMS, 2024 Marketplace Innovation Workshop, 2024 MSOM, 2024 INFORMS
	“Generative AI Shifts Technical Knowledge Production Toward Recombinant Novelty” 2026 MSOM SIG (TIE), 2026 UT Dallas BizAI, 2026 Wharton AI and the Future of Work, 2026 Marketplace Innovation Workshop, 2025 INFORMS
	“Too Neat To be True? Bias and Consumer Response with AI-Generated Review Summaries” 2025 INFORMS
	“No Call, No Show: Impact of No-Shows on Customer Attrition in Online-to-Offline Services” 2024 MSOM, 2023 INFORMS
	“Disintermediation Evidence From a Cleaning Platform” 2025 MSOM (accepted; unable to attend), 2023 POMS
	“Cents of Urgency: The Impact of a Collocated Urgent Care Center on ED Overuse” 2022 INFORMS, 2021 MSOM SIG (Healthcare), 2020 INFORMS 2022 Workshop for Empirical Research in Operations Management
	“Promotional Design for Small Businesses: The Operational Value of Online Deals” 2021 MSOM, 2019 INFORMS, 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, 2017 INFORMS
SERVICE	Editorial board member: Decision Sciences Journal, 2026–present , Journal referee: Management Science (2021, 2023, 2024, 2025, 2026), Operations Research (2024, 2025), Health Care Management Science (2024), Man- ufacturing & Service Operations Management (2022, 2023, 2024, 2025, 2026), Pro- duction and Operations Management (2020, 2021, 2022, 2023, 2024, 2025, 2026), Service Science (2025, 2026) Reviewer for competitions and conferences: MSOM SIG (Healthcare Operations Management track, Service Management track, and Technology, Innovation, and Entrepreneurship (TIE) track), POMS College of Supply Chain Management Best Student Paper Competition, INFORMS Health Applications Society Best Student Paper Competition, 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),
Conference on Information Systems and Technology (CIST)

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

Newcomb-Tulane College Honor Board, 2025-2026

Tulane Freeman Management Science Area Research Seminar, 2023-2024, 2024-2025

Tulane Freeman Graduate Studies Committee, 2024-2026

Tulane Freeman Undergraduate Studies Committee, 2021-2023