

SIMIN LI

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EDUCATION

Kellogg School of Management, Northwestern University Ph.D. in <i>Operations Management</i> , Evanston, IL	Jun 2020 (Expected)
Columbia University M.S. in <i>Operation Research</i> , New York, NY	Jan 2015
National University of Singapore B.S. (Honours) in <i>Applied Mathematics and Statistics</i> , Singapore University Scholars Program	Jun 2013

RESEARCH INTERESTS

Research Areas: Service Operations, Business Model Innovation, Human Interactions in Operations Management, Revenue Management, Online Marketplace.

Methodologies: Structural Estimation, Causal Inference Analysis, Data Mining, Statistical Modeling, Econometrics, Optimization, Applied Modeling.

RESEARCH PAPERS UNDER REVISION

“Promotional Design for Small Businesses: The Operational Value of Online Deals” with Kejia Hu and Martin A. Lariviere. *Reject and Resubmit for **Management Science***, 2019.

— Finalist of 2019 IBM Service Science Section Best Student Paper Competition

“Paying by the Hour: Are Wages the Cost of Waiting?” with Achal Bassamboo and Martin A. Lariviere, *Reject and Resubmit for **Management Science***, 2019.

RESEARCH IN PROGRESS

“How Does an Immediate Care Center Impact Emergency Department Arrivals?” with Achal Bassamboo and Martin A. Lariviere.

“One More Game? Player Retention in a Youth Sports League” with Nil Karacaoglu, Martin A. Lariviere.

OTHER RESEARCH EXPERIENCE

“Numerical Methods Design for Simulating Dipolar Bose-Einstein Condensates” with Weizhu Bao, *Undergraduate Honours Thesis*, 2013.

CONFERENCE PRESENTATIONS

“Promotional Design for Small Businesses: The Operational Value of Online Deals”

- 2019 INFORMS Annual Meeting, Seattle, WA
- 2019 Workshop for Empirical Research in Operations Management, Philadelphia, PA
- 2019 MSOM Conference, Singapore
- 2019 POMS Annual Conference, Washington, D.C.
- 2018 MSOM Conference, Dallas, TX
- 2018 INFORMS Annual Meeting, Phoenix, AZ
- 2017 INFORMS Annual Meeting, Houston, TX (earlier version)

“Paying by the Hour: Are Wages the Cost of Waiting?”

- 2019 INFORMS Annual Meeting, Seattle, WA
- 2017 INFORMS Annual Meeting, Houston, TX

PROFESSIONAL EXPERIENCE

Data Scientist, Microsoft, Redmond, WA Mar 2015 – Sep 2015

- Uncovered how Cortana built-in features drive Bing search usage and engagement.
- Predicted the size of WMC and WMP active user population after Windows update.

Decision Analytics, EXL Services, New York, NY Jun 2014 – Aug 2014

- Designed and implemented a strategy to allocate advertising expenditure optimally across channels.

Market Research, British American Tobacco, Singapore Jun 2012 – Aug 2012

- Compared the effectiveness of various promotional strategies for cigarette products.
- Analyzed price elasticities for three cigarette product groups using sales and shipment data.

REFERENCES

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