

## Ken Moon

Cornell SC Johnson College of Business  
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### EMPLOYMENT

**Associate Professor, SC Johnson College of Business**, Cornell University  
Charles H. Dyson School of Applied Economics and Management  
Operations, Technology and Information Management, 2025-Present

**Assistant Professor, The Wharton School**, University of Pennsylvania  
Operations, Information and Decisions Department, 2017-2025

*Senior Fellow, 2025-2026*

*Affiliated Faculty, Analytics at Wharton, 2020-2025*

*Claude Marion Endowed Faculty Scholar, 2020-2022*

### EDUCATION

**Stanford Graduate School of Business**, Stanford, CA  
Ph.D. in Business, Operations, Information and Technology, 2017

**Harvard Law School**, Cambridge, MA  
J.D., 2008

**Stanford University**, Stanford, CA  
B.A.S. (Two Majors) in Economics and Mathematics, with Honors and Distinction,  
2005

### RESEARCH INTERESTS

Data Analytics and AI for Workforces and Marketplaces  
Marketplace Design, Pricing, and Matching  
Structural Estimation, AI/Machine Learning, and Econometrics

### JOURNAL PUBLICATIONS

**Searching for the Best Yardstick: Cost of Quality Improvements in the U.S. Hospital Industry**  
J. Lim, K. Moon, S. Savin  
**Management Science**, 70(6), June 2024, pp. 3769-3788  
- MSOM Best Student Paper, 1<sup>st</sup> place (Lim, 2021)  
- Selected for 2021 Wharton Empirical OM Workshop

**Manufacturing Productivity With Worker Turnover**  
K. Moon, P. Bergemann, D. Brown, A. Chen, J. Chu, E. Eisen, G. Fischer,  
P. Loyalka, S. Rho, J. Cohen  
**Management Science**, 69(4), April 2023, pp. 1995-2015

- POMS Operational Excellence College Best Paper, 1<sup>st</sup> place (2020)
- Selected for 2018 MSOM Supply Chain Management SIG Meeting
- Selected for 2018 Wharton Empirical OM Workshop

**When to Be Agile: Ratings and Version Updates in Mobile Apps**

G. Allon, G. Askalidis, R. Berry, N. Immorlica, K. Moon, A. Singh  
**Management Science**, 68(6), June 2022, pp. 4261-4278

- POMS Product Innovation and Technology Best Student Paper, 1<sup>st</sup> place (Singh, 2020)
- Selected for 2019 MSOM Supply Chain Management SIG Meeting

**The Hidden Cost of Worker Turnover: Attributing Product Reliability to the Turnover of Factory Workers**

K. Moon, P. Loyalka, P. Bergemann, J. Cohen  
**Management Science**, 68(5), May 2022, pp. 3755-3767

- Selected for 2021 MSOM Supply Chain Management SIG Meeting

**Managing Market Thickness in Online Business-to-Business Markets**

K. Bimpikis, W. Elmaghhraby, K. Moon, W. Zhang  
**Management Science**, 66(12), December 2020, pp. 5485-6064

- POMS Supply Chain Management Best Student Paper, finalist (Zhang, 2018)
- IBM Service Science Best Student Paper, 1<sup>st</sup> place (Zhang, 2017)
- Selected for 2017 Wharton Empirical OM Workshop
- Selected for 2017 Stanford Marketplace Innovation Workshop

**Randomized Markdowns and Online Monitoring**

K. Moon, K. Bimpikis, H. Mendelson  
**Management Science**, 64(3), March 2018, pp. 1271-1290

- Selected for 2016 Columbia Marketplace Innovation Workshop
- Selected for 2015 MSOM Service Operations SIG Meeting

**REFEREED CONFERENCE PROCEEDINGS**

**Modeling Success and Engagement for the App Economy**

H. Mendelson, K. Moon  
Proceedings of ACM The Web Conference (WWW), 2018

- Research track: Social Network Analysis and Graph Algorithms for the Web

**SUBMITTED AND WORKING PAPERS**

**(Machine) Learning Preferences from Complex Choice Sets: An Application to Service Networks**

K. Moon

2<sup>nd</sup> round major revision at **Manufacturing & Service Operations Management**  
*Formerly presented as: "Strategic Choices and Routing in Service Networks: Modeling and Estimation Using Machine Learning" and "Strategic Path Selection in Service Networks: Leveraging Machine Learning to Estimate Combinatorially Complex Preferences for Consumption and Waiting"*

- Selected for 2024 Marketplace Innovation Workshop
- Selected for 2023 Wharton Empirical OM Workshop

**Does Fake News Create Echo Chambers?**

J. Zhang, K. Moon, S. Veeraraghavan

Minor revision at **Manufacturing & Service Operations Management**

- INFORMS Service Science Cluster Best Paper, Finalist 2022

- WISE 2022 Best Paper

**First, Do No Harm: Do Staffing Shortages Drive Abuse and Malfeasance in U.S. Nursing Homes?**

J. Lim, K. Moon, M. Park

Major revision at **Manufacturing & Service Operations Management**

**Measuring Strategic Behavior by Gig Economy Workers: Multihoming and Repositioning**

G. Allon, D. Chen, K. Moon

- INFORMS Behavioral Operations Management Best Working Paper, Finalist 2023

- Selected for 2025 MSOM Technology, Innovation & Entrepreneurship SIG Meeting

- Selected for 2023 Wharton Empirical OM Workshop

**Managing Multihoming Workers in the Gig Economy**

G. Allon, M. Cohen, K. Moon, W. Sinchaisri

- INFORMS TIMES Best Working Paper Competition, Finalist 2024

- Selected for 2023 MSOM Service SIG Meeting

- Selected for 2022 INFORMS RMP Conference Spotlight Presentation

**Matching in Labor Marketplaces With Experiential Learning**

K. Moon, J. Zhang, E. Belavina, K. Girotra

*Formerly presented as: "Matching in Labor Marketplaces: The Role of Experiential Learning"; "Matching in Online Marketplaces When Talent Is Difficult to Discern"; and "Flexibility and Relationships in Online Marketplaces"*

- MSOM Best Student Paper, Finalist (Zhang, 2019)

- RMP Best Student Paper, Finalist (Zhang, 2019)

- IBM Service Science Best Student Paper, Finalist (Zhang, 2019)

- Selected for 2019 Cornell ORIE Young Researchers Workshop

- Selected for 2019 Wharton Empirical OM Workshop

- Selected for 2019 Stanford Marketplace Innovation Workshop

**Blockchain-driven Transparency in Consumer Marketplaces**

J. Jiang, W. Elmaghhraby, K. Moon

- INFORMS TIMES Best Working Paper Competition, Finalist 2023

- Selected for 2025 MSOM Sustainable Operations SIG Meeting

- Selected for 2023 Wharton Empirical OM Workshop

**Empirical Market Design of Blockchain-based Transparency**

J. Jiang, W. Elmaghhraby, K. Moon

**Can AI Replace Human Judgment? Evidence from Keyword Auction Campaigns**

W. Zhang, K. Moon, R. Dhonukshe, S. Somarouthu, B. Li, K. Tu, M. Wu, J. Zhao

**Responsible Sourcing: The First Step Is the Hardest**

P. Ramchandani, H. Bastani, K. Moon

*Formerly presented as: "Why Do Companies Source Ethically? Certifications and Spillovers in Consumer Markets"*

- Winner of People's Choice Award, 2020 Early-career Sustainable OM Workshop
- Mechanism Design for Social Good (MD4SG'20) oral presentation
- Selected for 2021 MSOM Sustainable Operations SIG Meeting

**Algorithmic Pricing in the Gig Economy: Transparency and Discrimination**

D. Chen, G. Allon, K. Moon

**Dynamic Inspection Scheduling With Strategic Nursing Homes**

J. Lim, K. Moon, N. Sharma

**Do Queues Run on Cues? An Empirical Analysis of Visual Behavioral Effects in Physical Service Systems**

E. Bergamo, G. Allon, K. Moon

**When Workloads Are Emotional Labor: An Empirical Study of Livestreaming Productivity**

F. Song, W. Zhang, S. Jiang, K. Moon

**RESEARCH IN PROGRESS****Meta-learning With Diffusion-based Inference: Dynamic Staffing to Reduce Hospital Worker Stress Using Real-time Biometrics**

K. Moon, K. Laudanski

**Dynamic Decisions on the Fly: Unsupervised Learning of MDP States from Complex Data**

X. Liu, G. Allon, K. Moon

**Optimizing Fulfillment Offerings in Omnichannel Grocery Retail**

C. Glaeser, K. Moon, X. Su

**Price Optimization for Real Customers**

B. Arpaolaza Emparanza, S. Gallino, K. Moon

**INVITED SEMINARS**

2026 Utah Winter Operations Conference (Panel: 'Should AI Change How We Do Research?')

2025 Emory University, Goizueta Business School; Cornell University, SC Johnson College of Business; University College London, School of Management; University of Pennsylvania, The Wharton School; New York University, Stern School of Business; University of Chicago, Booth School of Business; Duke University, Fuqua School of Business

2024 Baruch College, Zicklin School of Business; Cornell University, SC Johnson College of Business; Imperial College Business School; London Business School; AOM PDW on New Data and Methods in Strategic Management Research; Conference on Platform Dynamics, USC/Universidad de Chile Engineering; University of Utah, David Eccles School of Business

2023 University of Rochester, Simon Business School; MIT Data Science Lab; Toronto Rotman virtual seminar series; Northwestern University, Kellogg School of Management; AOM Symposium on Employee Mobility; Georgetown University, McDonough School of Business; Wharton Workshop on Empirical Research in Operations Management; Columbia University, Columbia Business School; University of Minnesota, Carlson School of Management; University of Michigan, Ross School of Business; Yale University, School of Management

2022 Indiana Kelley PhD Seminar; Future of Work Panel, Wharton-INSEAD Doctoral Consortium; Stanford University, Graduate School of Business, PhD Alumni Conference Speaker

2021 MSOM Supply Chain Management SIG Meeting

2020 Analytics at Wharton Webinar Series (virtual); Harvard Business School, Data Science Challenges in Management & Decision Sciences

2019 UC Berkeley, Haas School of Business; University of Pennsylvania, The Wharton School; Marketplace Innovation Workshop, Stanford University; Annual Workshop in Management Science, University of Chile

2018 Wharton Workshop on Empirical Research in Operations Management; MSOM Supply Chain Management SIG Meeting; Center for Big Data in Mobile Analytics, Temple University, Fox School of Business

2017 Columbia University, Columbia Business School

2016 University of Pennsylvania, Industrial Organization Workshop; UCSD, Rady School of Management; INSEAD; University of Pennsylvania, The Wharton School; University of Chicago, Booth School of Business; UCLA, Anderson School of Management; Duke University, Fuqua School of Business; Yale University, School of Management; MIT, Sloan School of Management

2015 UNC, Kenan-Flagler Business School; Stanford University, Graduate School of Business; MSOM Service Operations SIG Meeting

#### ACCEPTED CONFERENCES

2025 MSOM Conference & SIG Meeting, London; Revenue Management and Pricing Conference, New York City; INFORMS Annual Meeting, Atlanta

2024 Marketplace Innovation Workshop; MSOM Conference, Minneapolis; INFORMS Annual Meeting, Seattle

2023 Marketplace Innovation Workshop; INFORMS Healthcare Conference, Toronto; MSOM Conference & SIG Meeting, Montreal; INFORMS Annual Meeting, Phoenix

2022 POMS Annual Conference; Marketplace Innovation Workshop; INFORMS Revenue Management and Pricing Conference; MSOM Conference, Munich

2021 Wharton Workshop on Empirical Research in Operations Management (virtual); INFORMS Annual Meeting, Anaheim; MSOM Conference & SIG Meeting, Bloomington (virtual)

2020 INFORMS Annual Meeting, National Harbor; Mechanism Design for Social Good (MD4SG'20); Early-career Sustainable Operations Management Workshop, Washington DC

2019 INFORMS Annual Meeting, Seattle; Cornell ORIE Young Scholars Workshop, Ithaca; Wharton Workshop on Empirical Research in Operations Management, Philadelphia; MSOM Conference & SIG Meeting, Singapore; Marketplace Innovation Workshop, Stanford University; POMS Annual Conference, Washington DC

2018 INFORMS Annual Meeting, Phoenix; Wharton Workshop on Empirical Research in Operations Management, Philadelphia; INFORMS Revenue Management and Pricing Conference, Toronto; MSOM Conference & SIG Meeting, Dallas

2017 INFORMS Annual Meeting, Houston; Wharton Workshop on Empirical Research in Operations Management, Philadelphia; INFORMS Revenue Management and Pricing Conference, Amsterdam; MSOM Conference, Chapel Hill; Marketplace Innovation Workshop, Stanford University

2016 INFORMS Annual Meeting, Nashville; Marketplace Innovation Workshop, Columbia University

2015 INFORMS Annual Meeting, Philadelphia; MSOM Conference & SIG Meeting, Toronto; INFORMS Revenue Management and Pricing Conference, New York

2014 MSOM Conference, Seattle

2013 Wharton Customer Analytics Initiative Symposium, Philadelphia

## AWARDS

Finalist, INFORMS TIMES Best Working Paper (2024)  
 Finalist, INFORMS TIMES Best Working Paper (2023)  
 Finalist, INFORMS Behavioral Operations Management Best Working Paper (2023)  
 Nominated for Best Paper, WISE (2022)  
 Finalist, INFORMS Service Science Cluster Best Paper Award (2022)  
 1<sup>st</sup> place, POMS Operational Excellence College Best Paper (2020)

Winner of People's Choice Award, Early-career Sustainable OM Workshop (2020)

**As an advisor or supervising coauthor:**

1<sup>st</sup> place, MSOM Best Student Paper (2021)

1<sup>st</sup> place, POMS Product Innovation and Technology Best Student Paper (2020)

Finalist, MSOM Best Student Paper (2019)

Finalist, RMP Best Student Paper (2019)

Finalist, IBM Service Science Best Student Paper (2019)

Finalist, POMS Supply Chain Management Best Student Paper (2018)

1<sup>st</sup> place, IBM Service Science Best Student Paper (2017)

## TEACHING

**SC Johnson College of Business, Ithaca, NY**

NRE 5410 (PhD Empirical Research in Operations Management), 2025

AEM 2010 (UG Spreadsheet Modeling for Management and Economics), 2026

**The Wharton School, Philadelphia, PA**

OIDD 1010 (UG Introduction to Operations Management), 2017-2019, 2021, 2023

OIDD 6150 (MBA Operations Strategy), 2017-2020, 2024-2025

**Stanford Graduate School of Business, Stanford, CA (Course Assistant)**

OIT 262 (MBA Operations, 2014)

OIT 256/356 (MBA Electronic Business, 2013, 2014)

**Harvard University, Department of Economics, Cambridge, MA (Teaching Fellow)**

Economics 1011b (Macroeconomic Theory, 2008)

Economics 1011a (Microeconomic Theory, 2007)

## PHD STUDENT ADVISING AND COLLABORATIONS

Enzo Bergamo, Ph.D expected 2029

Operations, Information and Decisions, The Wharton School

Xufei Liu, Ph.D. expected 2027

Operations, Information and Decisions, The Wharton School

Primary advisor, co-advised with Gad Allon

Pia Ramchandani, Ph.D. 2025

Operations, Information and Decisions, The Wharton School

Thesis committee and coauthor

Daniel Chen, Ph.D. 2024

Operations, Information and Decisions, The Wharton School

Thesis committee and coauthor

First position: Assistant Professor, Boston College Carroll School of Management

Jane Jiang, Ph.D. 2024

Decision, Operations & Information Technologies, Robert H. Smith School of Business

Thesis committee and coauthor

First position: Assistant Professor, Ohio State Fisher College of Business

Jong Myeong Lim, Ph.D. 2022

Healthcare Management and Economics, The Wharton School

Primary advisor, co-advised with Sergei Savin and Hummy Song

First position: Post-doctoral Fellow, Dartmouth Tuck School of Business;  
Assistant Professor, Miami Herbert School of Business

Wichinpong (Park) Sinchaisri, Ph.D. 2021

Operations, Information and Decisions, The Wharton School

Thesis committee and coauthor

First position: Assistant Professor, UC Berkeley Haas School of Business

Jiding Zhang, Ph.D. 2021

Operations, Information and Decisions, The Wharton School

Primary advisor, co-advised with Senthil Veeraraghavan

First position: Assistant Professor, NYU Stern School of Business, Shanghai

Wenchang Zhang, Ph.D. 2020

Decision, Operations & Information Technologies, Robert H. Smith School of Business

Job market paper coauthor

First position: Assistant Professor, Indiana University, Kelley School of Business

Chloe Kim Glaeser, Ph.D. 2019

Operations, Information and Decisions, The Wharton School

Thesis committee and coauthor

First position: Assistant Professor, UNC Kenan-Flagler Business School

Yuanyuan (Ana) Shen, Ph.D. 2019

Operations, Information and Technology, Stanford Graduate School of Business

Thesis committee and coauthor

First position: Data Scientist, Microsoft Bing Ads

## SERVICE

- **School Committees**

AI in Dyson School Education Faculty Committee, 2025

Organizing Committee, Cornell Academic-Industry Workshop on the Business of AI, 2026

- **Award Committees**

Award Committee, MSOM Service SIG Best Paper, 2023, 2024

Committee (2-year term), Nicholson Prize (INFORMS), 2019, 2020

Committee, RMP Student Paper Prize Committee (INFORMS), 2020

Judging Panel, POMS Best Student Paper in SCM Competition, 2019

Reviewer, MSOM Student Paper Competition, 2018, 2020-24

Reviewer, POMS Best Student Paper in SCM Competition, 2024

Reviewer, MSOM Practice-based Research Competition, 2018

- **Conference / Program Committees**

Cluster chair, INFORMS Annual Meeting, Revenue Management & Pricing section, 2022

Committee, INFORMS Revenue Management & Pricing Conference, 2019

MSOM Service SIG Meeting, 2021, 2022, 2023, 2024

MSOM Technology, Innovation, and Entrepreneurship SIG Meeting, 2023

MSOM Supply Chain SIG Meeting, 2019, 2020, 2021, 2022

MSOM Interface of Finance, Operations, and Risk Management SIG Meeting, 2020

Committee, 21<sup>st</sup> ACM Conference on Economics and Computation (EC'20)

Committee, ACM EC'21 Workshop on the Design of Online Platforms

External Reviewer, 22<sup>nd</sup> ACM Conference on Economics and Computation (EC'21)

Committee, 4<sup>th</sup> ACM Conference on Equity and Access in Algorithms, Mechanisms, and Optimization (EAAMO'24)

Committee, 2<sup>nd</sup> ACM Conference on Equity and Access in Algorithms, Mechanisms, and Optimization (EAAMO'22)

Committee, 1<sup>st</sup> ACM Conference on Equity and Access in Algorithms, Mechanisms, and Optimization (EAAMO'21)

Committee, 4<sup>th</sup> Mechanism Design for Social Good (MD4SG'20)

- **Discussant**, MSOM Sustainable Operations SIG Day, 2023

- **Journal Reviewer**

Management Science, Manufacturing & Service Operations Management, Operations Research, The Quarterly Journal of Economics, Production and Operations Management

- Meritorious Service Award, Management Science 2017-2019, 2021

- M&SOM Meritorious Service Award 2021

- Seminar committees: Wharton OM Seminar (2021-2024), Wharton OID Seminar (2016-2019, 2020-2021), Wharton Industrial Organization Workshop (2016-17)

## MEMBERSHIPS

American Economic Association (AEA), Econometric Society, Institute for Operations Research and the Management Sciences (INFORMS), Manufacturing and Service Operations Management Society (MSOM), New York Bar (retired)

## PERSONAL

US Citizen