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
AI/Machine Learning, Structural Estimation, and Econometrics

JOURNAL PUBLICATIONS

Does Fake News Create Echo Chambers?
J. Zhang, K. Moon, S. Veeraraghavan
Forthcoming at **Manufacturing & Service Operations Management**
- INFORMS Service Science Cluster Best Paper, Finalist 2022
- WISE 2022 Best Paper

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, 1st 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, 1st 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, 1st 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. Elmaghraby, 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, 1st 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
Minor 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

Strategic Substitution Under Staffing Shortages: Use of Chemical Restraints in U.S. Nursing Homes
J. Lim, K. Moon, M. Park
Major revision at **Manufacturing & Service Operations Management**
- Selected for 2026 MSOM Healthcare Operations SIG Meeting

Measuring Strategic Behavior by Gig Economy Workers: Multihoming and Repositioning
G. Allon, D. Chen, K. Moon
Major revision at **Manufacturing & Service Operations Management**
- INFORMS TIMES Best Working Paper Competition, Finalist 2026
- 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

An Empirical Study of Blockchain-driven Supply Chain Transparency in Consumer Marketplaces
J. Jiang, W. Elmaghraby, K. Moon
Major revision at **Manufacturing & Service Operations Management**
- INFORMS TIMES Best Working Paper Competition, Finalist 2023
- Selected for 2025 MSOM Sustainable Operations SIG Meeting
- Selected for 2023 Wharton Empirical OM Workshop

Managing Multihoming Workers in the Gig Economy
G. Allon, M. Cohen, K. Moon, W. Sinchaisri
Reject and resubmit at **Operations Research**
- INFORMS TIMES Best Working Paper Competition, Finalist 2024
- Selected for 2023 MSOM Service SIG Meeting
- Selected for 2022 INFORMS RMP Conference Spotlight Presentation

Can AI Replace Human Judgment in Marketplace Operations? Evidence from Keyword Auction Campaigns
W. Zhang, K. Moon, R. Dhonukshe, B. Li, K. Tu, H. Wu, J. Zhao
Under review at **Management Science**

The Queue Is in the Eye of the Beholder: An Empirical Study of Join-or-Balk Decisions
E. Bergamo, G. Allon, K. Moon
Under review at **Management Science**

Designing Transparency: The Market Design of Blockchain Tracing Adoption
J. Jiang, W. Elmaghraby, K. Moon

When Workloads Are Emotional Labor: An Empirical Study of Livestreaming Productivity
F. Song, S. Jiang, K. Moon, W. Zhang

Algorithmic Screening and Access in the Gig Economy
K. Moon

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

The First Step Is the Hardest: Learning's Role in Responsible Sourcing
P. Ramchandani, H. Bastani, K. Moon
Formerly presented as: "Responsible Sourcing: The First Step Is the Hardest" and "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

RESEARCH IN PROGRESS

Dynamic Inspection Scheduling With Strategic Nursing Homes
J. Lim, K. Moon, N. Sharma

Algorithmic Pricing in the Gig Economy: Transparency and Discrimination
D. Chen, G. Allon, K. Moon

Learning to Coordinate Operations for Social Good: Estimation and Targeted Intervention in Network Games
K. Moon, H. Zhu

Whom to Relieve: Diffusion-Based Meta-Learning for Real-Time ICU Staffing
K. Moon, K. Laudanski

When to Step In: Decision-Aware Representation Learning for Real-Time AI Interventions
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, Panelist on `Should AI Change How We Do Research?'; Cornell University, School of Operations Research and Industrial Engineering

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

2026 MSOM Conference & SIG Meeting, Boston; INFORMS Healthcare Conference, Raleigh

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 (2026)
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)
1st 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:
1st place, MSOM Best Student Paper (2021)
1st 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)
1st place, IBM Service Science Best Student Paper (2017)

TEACHING

SC Johnson College of Business, Ithaca, NY
AEM 3111 (Introduction to Generative AI in Business), 2027
BANA 6070 (Designing and Building AI Solutions), 2027
AEM 2010 (UG Spreadsheet Modeling for Management and Economics), 2026-2027
NRE 5410 (PhD Empirical Research in Operations Management), 2025

The Wharton School, Philadelphia, PA
OIDD 6150 (MBA Operations Strategy), 2017-2020, 2024-2025
OIDD 1010 (UG Introduction to Operations Management), 2017-2019, 2021, 2023

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

Pia Ramchandani, Ph.D. 2025
Operations, Information and Decisions, The Wharton School
Thesis committee and coauthor
Industry position: Director of Responsible AI, PwC

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
Current position: 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
Current position: Assistant Professor, Arizona State W.P. Carey School

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
Current position: Machine Learning Engineer, Snap Inc.

SERVICE

- **School Committees**
  Co-chair, Cornell SC Johnson College Faculty AI Initiative Council, 2026-27
  Faculty Lead, Cornell AI Integration Pilot, Dyson School, 2026-2028
  Chair, Committee on implementing AI & Business Analytics Undergraduate Concentration and Courses, Spring 2026
  AI in Dyson School Education Faculty Committee, Fall 2025
  Organizing Committee, Cornell Academic-Industry Workshop on the Business of AI, June 2026
- **Award Committees**
  Committee Member, INFORMS Nicholson Prize, 2026-2027 (2nd 2-year term)
  Award Committee, MSOM Service SIG Best Paper, 2023, 2024
  Committee Member, INFORMS Nicholson Prize, 2019-2020 (1st 2-year term)
  Committee, RMP Student Paper Prize Committee (INFORMS), 2020
  Judging Panel, POMS Best Student Paper in SCM Competition, 2019
  Reviewer/Judge, MSOM Student Paper Competition, 2018, 2020-24, 2026
  Reviewer, POMS Best Student Paper in SCM Competition, 2024
  Reviewer, MSOM Practice-based Research Competition, 2018
- **Conference / Program Committees**
  Program committee, Workshop on Platform Analytics, 2027-28
  Cluster chair, INFORMS Annual Meeting, Revenue Management & Pricing section, 2022
  Program 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, 21st ACM Conference on Economics and Computation (EC'20)
Committee, ACM EC'21 Workshop on the Design of Online Platforms
External Reviewer, 22nd ACM Conference on Economics and Computation (EC'21)
Committee, 4th ACM Conference on Equity and Access in Algorithms, Mechanisms, and Optimization (EAAMO'24)
Committee, 2nd ACM Conference on Equity and Access in Algorithms, Mechanisms, and Optimization (EAAMO'22)
Committee, 1st ACM Conference on Equity and Access in Algorithms, Mechanisms, and Optimization (EAAMO'21)
Committee, 4th Mechanism Design for Social Good (MD4SG'20)

- **Discussant**, MSOM Supply Chain SIG Day, 2026
- **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
- Hiring search committee: Cornell OTIM Area (2026)
- 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, Senior Member), Manufacturing and Service Operations Management Society (MSOM), New York Bar (retired member)

PERSONAL

US Citizen (born in California)