

Yao Cui

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SC Johnson College of Business
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Academic Appointments

Samuel Curtis Johnson Graduate School of Management SC Johnson College of Business Cornell University

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| Associate Professor of Operations, Technology, and Information Management | 2024-present |
| Assistant Professor of Operations, Technology, and Information Management | 2015-2024 |

Education

University of Michigan

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|---|------|
| Doctor of Philosophy, Business Administration, Stephen M. Ross School of Business | 2015 |
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Tsinghua University

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|---|------|
| Bachelor of Engineering (with highest honors), Department of Industrial Engineering | 2009 |
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Publications

Journal Publications

[1] Lee, W.K., Y. Cui. 2024. Should gig platforms decentralize dispute resolution? *Manufacturing & Service Operations Management* 26(2): 519-536.

[2] Cui, Y., V. Gaur, J. Liu. 2024. Supply chain transparency and blockchain design. *Management Science* 70(5): 3245-3263.

Honorable Mention, 2022 Digital Supply Chain and Supplier Diversity Conference Best Paper Competition
Accepted by 2022 MSOM iFORM SIG Conference

[3] Cui, Y., M. Hu, J. Liu. 2023. Value and design of traceability-driven blockchains. *Manufacturing & Service Operations Management* 25(3): 1099-1116.

Second Place, 2022 Digital Supply Chain and Supplier Diversity Conference Best Paper Competition
Second Place, 2020 INFORMS TIMES Best Working Paper Award
Accepted by 2019 MSOM Supply Chain Management SIG Conference

[4] Cui, Y., A.M. Davis. 2022. Tax-induced inequalities in the sharing economy. *Management Science* 68(10): 7202-7220.

Finalist, 2021 INFORMS Service Science Section Best Paper Award
Finalist, 2019 INFORMS Public Sector Operations Research Best Paper Award

[5] Chen, L., Y. Cui, H.L. Lee. 2021. Retailing with 3D printing. *Production and Operations Management* 30(7): 1986-2007.

[6] Cui, Y., A.Y. Orhun, I. Duenyas. 2019. How price dispersion changes when upgrades are introduced: Theory and empirical evidence from the airline industry. *Management Science* 65(8): 3835-3852.

Finalist, 2019 INFORMS Service Science Section Best Paper Award

[7] Cui, Y., I. Duenyas, O. Sahin. 2018. Unbundling of ancillary service: How does price discrimination of main service matter? *Manufacturing & Service Operations Management* 20(3): 455-466.

[8] Cui, Y., I. Duenyas, O. Sahin. 2018. Pricing of conditional upgrades in the presence of strategic consumers. *Management Science* 64(7): 3208-3226.

[9] Cui, Y., I. Duenyas, O. Sahin. 2014. Should event organizers prevent resale of tickets? *Management Science* 60(9): 2160-2179.

First Place, 2013 INFORMS Service Science Section Best Student Paper Competition

Accepted by 2012 MSOM Service SIG Conference

Book Chapters

[10] Cui, Y., V. Gaur. 2023. Supply chain transparency using blockchain: Benefits, challenges, and examples. In R. Merkert, K. Hoberg (Eds), *Global Logistics and Supply Chain Strategies for the 2020s: Vital Skills for the Next Generation* (pp. 307-326), Springer Series in Supply Chain Management.

[11] Cui, Y., M. Hu, J. Liu. 2022. Impact of blockchain-driven accountability in multi-sourcing supply chains. In V. Babich, J.R. Birge, G. Hilary (Eds), *Innovative Technology at the Interface of Finance and Operations* (pp. 73-96), Springer Series in Supply Chain Management.

[12] Chen, L., Y. Cui, H.L. Lee. 2020. On-demand customization and channel strategies. In S. Ray, S. Yin (Eds), *Channel Strategies and Marketing Mix in a Connected World* (pp. 165-192), Springer Series in Supply Chain Management.

Working Papers

[13] Cui, Y., Z. Jiang, Q. Li. 2024. Unlocking the value of real-time AI assistance: Who benefits, and why?

[14] Chen, L., Y. Cui, J. Liu, X. Liu. 2023. Bonus competition in the gig economy.

[15] Cui, Y., A.Y. Orhun, M. Hu. 2020. Shared lodging and customer preference: Theory and empirical evidence from Airbnb.

[16] Lee, W.K., Y. Cui, K. Girotra. 2024. Do predictive scheduling laws work?

[17] Lee, W.K., Y. Cui, Q. Li. 2024. Freelancers or employees? A field experiment with a food-delivery platform.

[18] Cui, Y., J. Liu. 2024. Resale with non-fungible tokens.

[19] Arslan, H.A., Y. Cui, O. Yilmaz. 2024. The impact of exchangeable sports tickets on customer purchasing behavior.

Teaching

Cornell University

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|---|------------------|
| NCCY 5080: Operations Management (for Cornell Tech MBA students) | Fall 2024 |
| NCCB 5080: Managing Operations (for EMBA students) | Summer 2016-2024 |
| AEM 4940-003: Operations Management (for undergraduate students) | Spring 2024 |
| NCC 5080: Managing Operations (for MBA students) | Fall 2015-2022 |
| HADM 9330: Revenue Management Analytics (for doctoral students) | Fall 2022 |
| NRE 5160: OTIM Pro-Seminar (for doctoral students) | Spring 2016 |
| NCC 5580: Managing Operations (for non-Johnson graduate students) | Fall 2015 |
| University of Michigan | |
| OMS 311: Operations Management (for undergraduate students) | Winter 2012 |

Awards and Honors

Research Awards

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| Second Place, Digital Supply Chain and Supplier Diversity Conference Best Paper Competition | 2022 |
| Honorable Mention, Digital Supply Chain and Supplier Diversity Conference Best Paper Competition | 2022 |
| Finalist, INFORMS Service Science Section Best Paper Award | 2021 |
| Second Place, INFORMS TIMES Best Working Paper Award | 2020 |
| Finalist, INFORMS Public Sector Operations Research Best Paper Award | 2019 |
| Finalist, INFORMS Service Science Section Best Paper Award | 2019 |
| First Place, INFORMS Service Science Section Best Student Paper Competition | 2013 |

Service Awards

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| <i>M&SOM Meritorious Service Award</i> | 2023 |
| <i>Management Science Distinguished Service Award</i> | 2023 |
| <i>M&SOM Meritorious Service Award</i> | 2022 |
| <i>Management Science Distinguished Service Award</i> | 2022 |
| <i>M&SOM Meritorious Service Award</i> | 2021 |
| <i>Management Science Meritorious Service Award</i> | 2021 |
| <i>Management Science Distinguished Service Award</i> | 2020 |
| <i>M&SOM Meritorious Service Award</i> | 2019 |
| <i>Management Science Distinguished Service Award</i> | 2019 |
| <i>Management Science Meritorious Service Award</i> | 2018 |

Faculty Awards at Cornell University

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| Best 40-Under-40 MBA Professors, by Poets&Quants | 2023 |
| Half Century Faculty Research Fellowship, Johnson School | 2020 |
| Clifford H. Whitcomb Faculty Fellowship, Johnson School | 2017 |

Awards at University of Michigan

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| Robert D. and Janet E. Neary Award, Ross School | 2013 |
| Gladys D. and Walter R. Stark Award, Ross School | 2012 |
| Thomas William Leabo Memorial Award, Ross School | 2011 |
| Rackham Regent Fellow | 2010 |

Awards at Tsinghua University

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| Distinguished College Student Graduating in Beijing | 2009 |
| Sony Scholarship (first-class) | 2008 |
| Samsung Scholarship (first-class) | 2007 |
| National Scholarship (first-class) | 2006 |

Invited Seminars

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| “Unlocking the value of real-time AI assistance: Who benefits, and why?” | |
| Carroll School of Management, Boston College | 2024 |
| Olin Business School, Washington University in St. Louis | 2023 |
| School of Economics and Management, Southeast University | 2023 |
| Fox School of Business, Temple University | 2023 |
| Kellogg School of Management, Northwestern University | 2023 |
| “Should gig platforms decentralize dispute resolution?” | |
| Zicklin School of Business, Baruch College | 2022 |
| Hong Kong University of Science and Technology Business School | 2022 |
| London Business School | 2022 |
| Imperial College Business School | 2022 |
| Fuqua School of Business, Duke University | 2022 |
| Economics of Platforms Seminar, Toulouse School of Economics | 2022 |
| Carey Business School, Johns Hopkins University | 2022 |
| “Tax-induced inequalities in the sharing economy” | |
| Center for Hospitality Research Spring Advisory Board Meeting, Cornell Nolan School | 2022 |
| Leonard N. Stern School of Business, New York University | 2021 |
| Sloan School of Management, Massachusetts Institute of Technology | 2021 |
| Rotman School of Management, University of Toronto | 2021 |
| Haas School of Business, University of California, Berkeley | 2020 |
| Yale School of Management | 2020 |
| McDonough School of Business, Georgetown University | 2020 |
| Guanghua School of Management, Peking University | 2020 |
| “Value and design of traceability-driven blockchains” | |
| Crypto and Blockchain Economics Research (CBER) Symposium | 2020 |
| “Shared lodging and customer preference: Theory and empirical evidence from Airbnb” | |
| Center for Hospitality Research Spring Advisory Board Meeting, Cornell Nolan School | 2018 |
| “Pricing of conditional upgrades in the presence of strategic consumers” | |
| Department of Industrial Engineering, Tsinghua University | 2015 |
| “Should event organizers prevent resale of tickets?” | |
| Tepper School of Business, Carnegie Mellon University | 2015 |
| Stephen J.R. Smith School of Business, Queen’s University | 2015 |
| Naveen Jindal School of Management, University of Texas at Dallas | 2015 |
| Samuel Curtis Johnson Graduate School of Management, Cornell University | 2015 |
| Foster School of Business, University of Washington | 2015 |
| Kenan-Flagler Business School, University of North Carolina at Chapel Hill | 2015 |

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| Lee Kong Chian School of Business, Singapore Management University | 2015 |
| Hong Kong University of Science and Technology Business School | 2014 |

Invited Conference Presentations

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| “Unlocking the value of real-time AI assistance: Who benefits, and why?” | |
| INFORMS Annual Meeting, Phoenix, AZ | 2023 |
| “Resale with non-fungible tokens” | |
| INFORMS Annual Meeting, Phoenix, AZ | 2023 |
| “Supply chain transparency and blockchain design” | |
| POMS Conference, Orlando, FL | 2023 |
| INFORMS Annual Meeting, Indianapolis, IN | 2022 |
| MSOM iFORM SIG Conference, Munich, Germany | 2022 |
| Digital Supply Chain and Supplier Diversity Conference, Newark, NJ | 2022 |
| “Should gig platforms decentralize dispute resolution?” | |
| Platform Strategy Research Symposium, Boston, MA | 2022 |
| MSOM Conference, Munich, Germany | 2022 |
| “Tax-induced inequalities in the sharing economy” | |
| INFORMS Annual Meeting, Anaheim, CA | 2021 |
| POMS Virtual Conference | 2021 |
| Workshop on Networks, Matching, and Platforms, Orlando, FL | 2020 |
| INFORMS Annual Meeting, Seattle, WA | 2019 |
| INFORMS Annual Meeting, Phoenix, AZ | 2018 |
| “Value and design of traceability-driven blockchains” | |
| Digital Supply Chain and Supplier Diversity Conference, Newark, NJ | 2022 |
| INFORMS Virtual Annual Meeting | 2020 |
| INFORMS Annual Meeting, Seattle, WA | 2019 |
| INFORMS Annual Meeting, Phoenix, AZ | 2018 |
| “Shared lodging and customer preference: Theory and empirical evidence from Airbnb” | |
| INFORMS Annual Meeting, Seattle, WA | 2019 |
| INFORMS Annual Meeting, Phoenix, AZ | 2018 |
| POMS Conference, Houston, TX | 2018 |
| INFORMS Annual Meeting, Houston, TX | 2017 |
| “Retailing with 3D printing” | |
| INFORMS Annual Meeting, Phoenix, AZ | 2018 |
| MSOM Conference, Dallas, TX | 2018 |
| POMS Conference, Houston, TX | 2018 |
| INFORMS Annual Meeting, Houston, TX | 2017 |
| “How price dispersion changes when upgrades are introduced: Theory and empirical evidence from the airline industry” | |
| INFORMS Annual Meeting, Seattle, WA | 2019 |
| MSOM Conference, Chapel Hill, NC | 2017 |
| POMS Conference, Seattle, WA | 2017 |

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| INFORMS Annual Meeting, Nashville, TN | 2016 |
| POMS Conference, Orlando, FL | 2016 |
| “Unbundling of ancillary service: How does price discrimination of main service matter?” | |
| INFORMS Annual Meeting, Nashville, TN | 2016 |
| POMS Conference, Orlando, FL | 2016 |
| INFORMS Annual Meeting, Philadelphia, PA | 2015 |
| INFORMS Revenue Management and Pricing Conference, New York, NY | 2015 |
| INFORMS Annual Meeting, San Francisco, CA | 2014 |
| “Pricing of conditional upgrades in the presence of strategic consumers” | |
| INFORMS Annual Meeting, Nashville, TN | 2016 |
| POMS Conference, Orlando, FL | 2016 |
| INFORMS Annual Meeting, San Francisco, CA | 2014 |
| MSOM Conference, Seattle, WA | 2014 |
| POMS Conference, Atlanta, GA | 2014 |
| INFORMS Annual Meeting, Minneapolis, MN | 2013 |
| “Should event organizers prevent resale of tickets?” | |
| INFORMS Annual Meeting, Minneapolis, MN | 2013 |
| INFORMS Annual Meeting, Phoenix, AZ | 2012 |
| INFORMS International Conference, Beijing, China | 2012 |
| MSOM Service SIG Conference, New York, NY | 2012 |
| POMS Conference, Chicago, IL | 2012 |
| INFORMS Annual Meeting, Charlotte, NC | 2011 |

Service

Service to Academic Field

Journal Editorial/Review Service:

- Associate Editor for *Manufacturing & Service Operations Management* (2024-present)
- Senior Editor for *Production and Operations Management* (2023-present)
- Associate Editor for *Naval Research Logistics* (2022-present)
- Guest Associate Editor for *Manufacturing & Service Operations Management* Special Issue on Interface of Operations, Finance and Technology (OpsFinTech)
- Guest Associate Editor for *Manufacturing & Service Operations Management* Special Issue on Sharing Economy and Innovative Marketplaces
- Guest Associate Editor for *Naval Research Logistics* Special Issue on Analytics and Operations of Online Retailing
- Guest Associate Editor for *Manufacturing & Service Operations Management* (2020-2023)
- Guest Associate Editor for *Naval Research Logistics* (2019-2022)
- Reviewer for *Management Science, Operations Research, Manufacturing & Service Operations Management, Production and Operations Management, Naval Research Logistics, Service Science, Journal of Operations Management*

Officer Positions:

- Secretary/Treasurer, INFORMS RMP Section (2021-2022)

Newsletter Editor, INFORMS RMP Section (2018-2021)

Conference Organizers:

Track Chair, “Empirical Research in Operations Management” Track, POMS Conference (2024)

Cluster Chair, RMP Cluster, INFORMS Annual Meeting (2021)

Conference Session Chairs:

INFORMS Annual Meeting (2024, 2023, 2022, 2021, 2020, 2019, 2018, 2016, 2015)

POMS Conference (2023, 2022, 2021, 2019, 2018, 2016)

CSAMSE Annual International Conference (2024, 2021, 2019)

Award Judges:

INFORMS TIMES Best Working Paper Award (2024, 2023, 2022, 2021)

CSAMSE Best Paper Competition (2024, 2023, 2022, 2021)

POMS College of Supply Chain Management Best Student Paper Competition (2024, 2023, 2022)

INFORMS BOM Best Working Paper Competition (2024, 2023, 2021)

MSOM Student Paper Competition (2024, 2023)

INFORMS PSOR Best Paper Award (2024, 2023)

INFORMS Service Science Best Student Paper Award (2024)

POMS College of Service Operations Management Best Student Paper Competition (2024)

POMS-HK Best Student Paper Competition (2024)

INFOMRS RMP Student Paper Award (2022)

Digital Supply Chain and Supplier Diversity Conference Best Paper Competition (2022)

ISA-INFORMS Best Industry Studies Paper Award (2014)

Conference Reviewers/Program Committees:

MSOM Supply Chain Management SIG Conference (2024, 2023, 2022, 2021, 2020, 2019)

MSOM iFORM SIG Conference (2024, 2023, 2022, 2021)

Crypto and Blockchain Economics Research (CBER) Conference (2024, 2023, 2022, 2021)

MSOM TIE SIG Conference (2024, 2023)

MSOM Sustainable OM SIG Conference (2023)

MSOM Service Management SIG Conference (2019, 2018)

MSOM Conference (2023)

INFORMS RMP Section Conference (2022)

Conference Discussants:

Crypto and Blockchain Economics Research (CBER) Conference (2021)

External Seminar Series:

Scientific Committee Member, Online Research Seminar on Digital Businesses (2022-present)

Service to Cornell University

Dissertation Committees:

Lorraine Yuan (Johnson School, doctoral student, expected graduation 2026): committee member

Jessie Jiang (Nolan School, doctoral student, expected graduation 2026): committee member

Wee Kiat Lee (Johnson School, doctoral student, graduated 2023): committee chair

Xiaoyan Liu (Johnson School, doctoral student, graduated 2021): committee member

Junhyun Bae (Johnson School, doctoral student, graduated 2020): committee member

Rachel Zhang (Nolan School, master's student, graduated 2019): committee member

Notable OTIM-Area Service:

Chair, OTIM Teaching Development Committee (2024-present)

OTIM PhD Coordinator (2024-present)

OTIM Faculty Search Committee (2024-2025)

OTIM Seminar Coordinator (2020-2023)

Organizer, 2023 Cornell Johnson OTIM Symposium: "New Frontiers in Revenue Management"

Organizer, 2022 Cornell Johnson OTIM Symposium: "Socially-Important Operations Management"

Organizer, 2019 Cornell Johnson OTIM Symposium: "OM for Digital Businesses"

Notable School/College-Level Service:

EMBA Americas Program Faculty Committee, Johnson School (2023-present)

Service Operations Management Faculty Search Committee, Nolan School (2016-2017)

Food and Beverage Management Faculty Search Committee, Nolan School (2016-2017)

Other

Tsinghua-IE Alumni Association:

Overseas liaison (2023-present)

Board member (2018-present)

Association of Tsinghua University Alumni in Michigan (ATUAM):

President (2013-2014)

Vice president (2011-2013)

Last updated: August 12, 2024