

Yao Cui

Samuel Curtis Johnson Graduate School of Management
SC Johnson College of Business
Cornell University
339 Sage Hall, Ithaca, NY 14853
Email: yao.cui@cornell.edu

Academic Appointments

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

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

Education

University of Michigan

Doctor of Philosophy, Business Administration, Stephen M. Ross School of Business 2015

Tsinghua University

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

Publications

Journal Publications

- [1] Chen, L., Y. Cui, J. Liu, X. Liu. 2025. Bonus competition in the gig economy. *Production and Operations Management* (forthcoming).
- [2] Lee, W.K., Y. Cui. 2024. Should gig platforms decentralize dispute resolution? *Manufacturing & Service Operations Management* 26(2): 519-536.
- [3] 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
- [4] 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
- [5] 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

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

[7] 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

[8] 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.

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

[10] 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

[11] 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.

[12] 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.

[13] 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.

Papers under Review/Revision

[14] Song, Y., Y. Cui, D. Zhang. 2026. Green intervention and user compliance: A field experiment on smart A/C controls.

Runner-Up, 2025 INFORMS PSOR Best Video Award

[15] Arslan, H.A., Y. Cui, O. Yilmaz, R. Rotwein. 2025. Unlocking the benefit of exchangeable tickets: A study of consumer behavior in sports events.

[16] Zhang, Z., Y. Cui, S. Jasin. 2025. Rethinking college admissions: Can test-optional policies even the playing field?

Finalist, 2025 DSI Doctoral Research Showcase Award

[17] Cui, Y., Z. Jiang, Q. Li. 2025. Unlocking the value of real-time AI assistance: Who benefits, and why?

[18] Lee, W.K., Y. Cui, Q. Li. 2025. Freelancers or employees? A field experiment with a food delivery platform.

[19] Liu, J., Y. Cui. 2025. NFT market design: Resale royalty, decentralization, and interoperability.
First Prize, 2025 CSAMSE Annual Conference Best Paper Award
Accepted by 2025 MSOM iFORM SIG Conference

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

Selected Work in Progress

[21] Lee, W.K., Y. Cui, K. Girotra. 2026. Fair workweek, fair outcomes? The heterogeneous treatment effects of predictive scheduling laws.

[22] Lee, W.K., Y. Cui, Q. Li. 2026. Shift commitment in the gig economy: A study with a food delivery platform.

[23] Zhu, H., N. Kaynar, Y. Cui. 2026. Breaking enrollment barriers for refugee children: Evidence from a large-scale education campaign.

[24] Chitla, S., Y. Cui, Q. Li. 2026. Designing LLM-based assistance for expert workflows: Evidence from a clinical field experiment.

Teaching

Cornell University

NRE 5590: Foundations of OM II: Operations Strategy and Supply Chain Management (for doctoral students)	Spring 2026
MGMT 5080: Operations Management (for MPS students)	Spring 2026
NCCB 5080: Managing Operations (for EMBA students)	Summer 2016-2026
NCCY 5080: Operations Management (for Cornell Tech MBA students)	Fall 2024, 2026
AEM 3610: 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, 2026
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
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Awards and Honors

Research Awards

Runner-Up, INFORMS PSOR Best Video Award (Advisor of Awardee)	2025
Finalist, DSI Doctoral Research Showcase Award (Advisor of Awardee)	2025
First Prize, CSAMSE Annual Conference Best Paper Award	2025
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

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

Faculty Awards at Cornell University

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

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

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

Invited Seminars/Workshop Presentations

“Green intervention and user compliance: A field experiment on smart A/C controls” New York Ontario Operations Workshop, University at Buffalo School of Management	2025
“Freelancers or employees? A field experiment with a food delivery platform” Faculty of Business, The Hong Kong Polytechnic University	2025
Naveen Jindal School of Management, University of Texas at Dallas	2025
School of Management and Economics, Chinese University of Hong Kong, Shenzhen	2025
Ross School of Business Centennial Research Conference, University of Michigan	2024
“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
Lee Kong Chian School of Business, Singapore Management University	2015
Hong Kong University of Science and Technology Business School	2014

Invited Conference Presentations

“NFT market design: Resale royalty, decentralization, and interoperability”	
MSOM iFORM SIG Conference, London, UK	2025
INFORMS Annual Meeting, Phoenix, AZ	2023
“Unlocking the value of real-time AI assistance: Who benefits, and why?”	

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
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 *Management Science* (2025-present)
 Associate Editor for *Manufacturing & Service Operations Management* (2024-present)
 Senior Editor for *Production and Operations Management* (2023-present)
 Associate Editor for *Naval Research Logistics* (2022-2025)
 Guest Associate Editor for *Manufacturing & Service Operations Management* (2018-2023)
 Guest Associate Editor for *Naval Research Logistics* (2019-2021)
 Reviewer for *Management Science*, *Manufacturing & Service Operations Management*, *Operations Research*, *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/Program Committees:

SIG Chair, MSOM Supply Chain Management SIG Conference (2026)
 Program Committee Member, MSOM Conference (2026)
 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 (2025, 2024, 2023, 2022, 2021, 2020, 2019, 2018, 2016, 2015)
 POMS Conference (2026, 2023, 2022, 2021, 2019, 2018, 2016)
 CSAMSE Annual International Conference (2024, 2021, 2019)

Award Judges:

INFORMS TIMES Best Working Paper Award (2025, 2024, 2023, 2022, 2021)
INFORMS BOM Best Working Paper Competition (2025, 2024, 2023, 2021)
INFORMS PSOR Best Paper Award (2024, 2023)
INFOMRS RMP Student Paper Award (2025, 2022)
INFORMS Service Science Best Student Paper Award (2024)
MSOM Student Paper Competition (2025, 2024, 2023)
POMS College of Supply Chain Management Best Student Paper Competition (2025, 2024, 2023, 2022)
POMS College of Service Operations Management Best Student Paper Competition (2026, 2024)
POMS-HK Best Student Paper Competition (2024)
CSAMSE Best Paper Competition (2024, 2023, 2022, 2021)
Digital Supply Chain and Supplier Diversity Conference Best Paper Competition (2022)
ISA-INFORMS Best Industry Studies Paper Award (2014)

Conference Reviewers:

MSOM Supply Chain Management SIG Conference (2024, 2023, 2022, 2021, 2020, 2019)
MSOM iFORM SIG 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)
Crypto and Blockchain Economics Research (CBER) Conference (2024, 2023, 2022, 2021)
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:

Hanwen Zhu (Johnson School, doctoral student, expected graduation 2030): committee chair
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 Faculty Search Committee (2025-2026)
Chair, OTIM Teaching Development Committee (2024-present)
OTIM PhD Coordinator (2024-present)
OTIM Faculty Search Committee (2024-2025)
OTIM Seminar Coordinator (2020-2023)

Various Faculty Reappointment Committees

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:

GenAI and Grading Task Force, Johnson School (2024-2025)

Search Committee for Postdoctoral Associate in AI and Business Ethics (2024-2025)

EMBA Americas Program Faculty Committee, Johnson School (2023-2025)

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

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

Student Group Advising:

Faculty Advisor, Cornell Tech Asian Pacific American Student Association (2024-present)

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: March 2, 2026