

Yao Cui

Samuel Curtis Johnson Graduate School of Management
Cornell SC Johnson College of Business
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Academic Appointments

Samuel Curtis Johnson Graduate School of Management 2015-present
Cornell SC Johnson College of Business
Assistant Professor of Operations, Technology and Information Management (OTIM)

Education

University of Michigan Ann Arbor, MI
Doctor of Philosophy, Business Administration, Stephen M. Ross School of Business 2015
Tsinghua University Beijing, China
Bachelor of Engineering (with highest honors), Department of Industrial Engineering 2009

Publications

Journal Publications

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.
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.
Cui, Y., I. Duenyas, O. Sahin. 2018. Pricing of conditional upgrades in the presence of strategic consumers. *Management Science* 64(7): 3208-3226.
Cui, Y., I. Duenyas, O. Sahin. 2014. Should event organizers prevent resale of tickets? *Management Science* 60(9): 2160-2179.

Book Chapters

Chen, L., Y. Cui, H.L. Lee. 2020. On-demand customization and channel strategies. *Channel Strategies and Marketing Mix in a Connected World*. Ed. S. Ray and S. Yin. Springer.

Working Papers

Cui, Y., A.M. Davis. 2019. Tax-induced inequalities in the sharing economy.
Cui, Y., A.Y. Orhun, M. Hu. 2019. Under the same roof: Value of shared living in Airbnb.

- Liu, X., Y. Cui, L. Chen. 2019. Bonus competition in the gig economy.
- Cui, Y., M. Hu, J. Liu. 2019. Values of traceability in supply chains.
- Chen, L., Y. Cui, H.L. Lee. 2019. Retailing with 3D printing.
- Cui, Y., V. Gaur, J. Liu. 2019. Is blockchain-enabled network visibility beneficial to supply chains?
- Lee, W.K., Y. Cui. 2019. Should gig economy platforms decentralize dispute resolution?

Teaching

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

NCCB 5080: Operations Management (for EMBA students)

- Summer 2016-2019

NCC 5080: Managing Operations (for MBA students)

- Fall 2015-2019

NCC 5580: Managing Operations (for non-Johnson graduate students)

- Fall 2015

NRE 5160: OTIM Pro-Seminar (for doctoral students; co-taught with Johnson OTIM faculty)

- Spring 2016

Stephen M. Ross School of Business, University of Michigan

OMS 311: Operations Management (for undergraduate students)

- Winter 2012

EMBA 611 (tutor): Managing the Value Chain/Supply Chain Management (for EMBA students)

- Winter 2012-2015, Spring-Summer 2011

Awards and Honors

Finalist, INFORMS Public Sector Operations Research Best Paper Award	2019
Finalist, INFORMS Service Science Section Best Paper Award	2019
<i>Management Science</i> Distinguished Service Award	2019
<i>Management Science</i> Meritorious Service Award	2018
Teaching Honor Roll, Johnson School of Management, Cornell University	2017
Clifford H. Whitcomb Faculty Fellowship, Johnson School of Management, Cornell University	2017
Teaching Honor Roll, Johnson School of Management, Cornell University	2016
First Place Winner, INFORMS Service Science Section Best Student Paper Competition	2013
Robert D. and Janet E. Neary Award, Ross School of Business, University of Michigan	2013
Gladys D. and Walter R. Stark Award, Ross School of Business, University of Michigan	2012
Thomas William Leabo Memorial Award, Ross School of Business, University of Michigan	2011
Rackham Regent Fellow, University of Michigan	2010
Distinguished College Graduate in Beijing	2009
Sony Scholarship (first-class), Tsinghua University	2008
Samsung Scholarship (first-class), Tsinghua University	2007

Invited Presentations

“Tax-induced inequalities in the sharing economy”

- 2020 POMS Conference, Minneapolis, MN (scheduled)
- 2020 Workshop on Networks, Matching, and Platforms, Orlando, FL (scheduled)
- 2019 INFORMS Annual Meeting, Seattle, WA
- 2019 Research Seminar, Johnson School of Management, Cornell University
- 2018 INFORMS Annual Meeting, Phoenix, AZ

“Values of traceability in supply chains”

- 2020 POMS Conference, Minneapolis, MN (scheduled)
- 2019 INFORMS Annual Meeting, Seattle, WA
- 2018 INFORMS Annual Meeting, Phoenix, AZ

“Under the same roof: Value of shared living in Airbnb”

- 2019 INFORMS Annual Meeting, Seattle, WA
- 2018 INFORMS Annual Meeting, Phoenix, AZ
- 2018 POMS Conference, Houston, TX
- 2018 Center for Hospitality Research Spring Advisory Board Meeting, Cornell Hotel School
- 2018 Research Seminar, Johnson School of Management, Cornell University
- 2017 INFORMS Annual Meeting, Houston, TX

“How price dispersion changes when upgrades are introduced: Theory and empirical evidence from the airline industry”

- 2019 INFORMS Annual Meeting, Seattle, WA
- 2017 MSOM Conference, Chapel Hill, NC
- 2017 POMS Conference, Seattle, WA
- 2017 Research Seminar, Johnson School of Management, Cornell University
- 2016 INFORMS Annual Meeting, Nashville, TN
- 2016 POMS Conference, Orlando, FL

“Retailing with 3D printing”

- 2018 INFORMS Annual Meeting, Phoenix, AZ
- 2018 MSOM Conference, Dallas, TX
- 2018 POMS Conference, Houston, TX
- 2017 INFORMS Annual Meeting, Houston, TX

“Unbundling of ancillary service: How does price discrimination of main service matter?”

- 2016 INFORMS Annual Meeting, Nashville, TN
- 2016 POMS Conference, Orlando, FL
- 2015 INFORMS Annual Meeting, Philadelphia, PA
- 2015 INFORMS Revenue Management and Pricing Conference, New York, NY
- 2014 INFORMS Annual Meeting, San Francisco, CA

“Pricing of conditional upgrades in the presence of strategic consumers”

- 2016 INFORMS Annual Meeting, Nashville, TN
- 2016 POMS Conference, Orlando, FL
- 2016 Research Seminar, Johnson School of Management, Cornell University
- 2015 Research Seminar, Department of Industrial Engineering, Tsinghua University
- 2014 INFORMS Annual Meeting, San Francisco, CA
- 2014 MSOM Conference, Seattle, WA
- 2014 POMS Conference, Atlanta, GA
- 2013 INFORMS Annual Meeting, Minneapolis, MN

“Should event organizers prevent resale of tickets?”

- 2015 Research Seminar, Tepper School of Business, Carnegie Mellon University
- 2015 Research Seminar, Smith School of Business, Queen’s University
- 2015 Research Seminar, Naveen Jindal School of Management, University of Texas at Dallas
- 2015 Research Seminar, Johnson School of Management, Cornell University
- 2015 Research Seminar, Foster School of Business, University of Washington
- 2015 Research Seminar, Kenan-Flagler Business School, University of North Carolina
- 2015 Research Seminar, Lee Kong Chian School of Business, Singapore Management University
- 2014 Research Seminar, Hong Kong University of Science and Technology Business School
- 2013 INFORMS Annual Meeting, Minneapolis, MN
- 2012 INFORMS Annual Meeting, Phoenix, AZ
- 2012 INFORMS International Conference, Beijing, China
- 2012 MSOM Service SIG Conference, New York, NY
- 2012 POMS Conference, Chicago, IL
- 2011 INFORMS Annual Meeting, Charlotte, NC

Service

Professional Service

Journal Editorial Service:

- Guest Associate Editor for *Manufacturing & Service Operations Management* Special Issue on Sharing Economy and Innovative Marketplaces
- Guest Associate Editor for *Naval Research Logistics*
- Reviewer for *Management Science*, *Operations Research*, *Manufacturing & Service Operations Management*, *Production and Operations Management*, *Naval Research Logistics*, *Journal of the Operational Research Society*

Conference/Award Reviewer:

- MSOM Service SIG Conference (2019, 2018)
- MSOM Supply Chain SIG Conference (2019)
- 2014 ISA-INFORMS “Best Industry Studies Paper” Award

Invited Conference Session Chair:

- INFORMS Annual Meeting (2020, 2019, 2018, 2016, 2015)
- POMS Conference (2020, 2019, 2018, 2016)
- CSAMSE Annual International Conference (2019)

Academic Service at Cornell University

Student Advising:

- Doctoral Students:
 - Xiaoyan Liu (Johnson School, expected graduation 2021): committee member
 - Rihuan Huang (Johnson School, expected graduation 2022): committee member
 - Wee Kiat Lee (Johnson School, expected graduation 2023): committee chair
- Master Students:
 - Rachel Zhang (Hotel School, graduated 2019): committee member

Workshop Organizers:

- 2019 Cornell Johnson OTIM Symposium

Committees:

- Senior Lecturer Promotion Review Committee, Hotel School (2018-2019)
- Service Operations Management Faculty Search Committee, Hotel School (2016-2017)
- Food and Beverage Management Faculty Search Committee, Hotel School (2016-2017)

Other

INFORMS Revenue Management & Pricing Section: Newsletter Editor (2018-present)

Association of Tsinghua University Alumni in Michigan (ATUAM): President (2013-2014), Vice President (2011-2013)

Last updated: January 3, 2020