

# Yulia Vorotyntseva

Saint Louis University  
Chaifetz School of Business

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## Education

Ph.D., Management Science, Operations Management Concentration The University of Texas at Dallas, Richardson, TX	2018
M.S., Supply Chain Management The University of Texas at Dallas, Richardson, TX	2016
M.S., Applied Mathematics and Computer Science, Mathematical Modeling Concentration Higher School of Economics (National Research University), Moscow, Russia	2012
B.S., Management Voronezh State University, Voronezh, Russia	2010

## Academic Appointments

<b>Assistant Professor</b> Chaifetz School of Business, Saint Louis University	2020-now
<b>Postdoctoral Researcher</b> Data Science Institute Fox School of Business, Temple University	2018-2020

## Teaching Experience

<b>Saint Louis University</b> OPM 3050: Introduction to Management Science and Operations Management OPM 2070: Introduction to Business Statistics OPM 5020: Applied Business Statistics OPM 5050: Introduction to Analytics-Based Operations Management OPM 6440/4440: Supply Chain Sourcing and Strategy	Fall 2020-Present
<b>UT Dallas</b> OPRE 3310: Operations Management.	Spring 2016

**Teaching Assistant**

UT Dallas, 2012-2016

*Undergraduate courses:*

Operations Management  
 Managerial Methods in Decision Making  
 under Uncertainty  
 Quantitative Business Analysis

*Doctoral courses:* Stochastic Dynamic  
 Programming

*MS/MBA courses:*

Operations Management  
 Quantitative Introduction to Risk  
 and Uncertainty in Business  
 Retail Operations  
 Project Management  
 Product Lifecycle Management  
 Supply Chain Strategy

**Research Interests**

Assortment planning, Behavioral Operations Management, Stochastic Dynamic Programming,  
 Online Consumer Reviews

**Working Papers**

Can Managers Plan Assortments? An Experimental Study (*with Honhon*). Revise and Resubmit at Manufacturing and Service Operations Management

The Vertical Spillover Effect of Online Ratings on Platform Competition: An Empirical Investigation (*with Aaltonen, Kumar and Paolou*)

Effect of Private Valuation in Pay What You Want (*with Özer*)

**Conference Presentations**

The Vertical Spillover Effect of Online Ratings on Platform Competition: An Empirical Investigation

*INFORMS Annual Meeting Anaheim, May 2021*

*The 30th Annual Workshop on Information Technologies and Systems (WITS), December 2020*  
**Best Paper Award nomination**

*Workshop for Information Systems and Economics (WISE), December 2019*

*POMS 30th Annual Conference, May 2019*

Can Managers Plan Assortments? An Experimental Study

*POMS 30th Annual Conference, May 2019*

*POMS 29th Annual Conference, May 2018*

*48th Annual Meeting of the Decision Sciences Institute, November 2017*

*INFORMS Annual Meeting Houston, October 2017*

*Young Scholars Workshop at 12th Annual Behavioral Operations Conference, July 2017*

Tell Me What I Want: a Study of Personalized Assortment Planning

*INFORMS Annual Meeting Houston, October 2019*  
*POMS 30th Annual Conference, May 2019*  
*48th Annual Meeting of the Decision Sciences Institute, November 2017*  
*INFORMS Annual Meeting Houston, October 2017*  
*INFORMS Annual Meeting Nashville, November 2016*  
*POMS 27th Annual Conference, May 2016*

Effect of Private Valuation in Pay What You Want

*INFORMS Annual Meeting Philadelphia, October 2015*

Inequity and Loss Aversion in Distribution Games with Negative Payoffs:  
 The Case of Pay-What-You-Want

*Young Scholars Workshop at 10th Annual Behavioral Operations Conference, July 2015*  
*POMS 26th Annual Conference, May 2015*

## Industry Experience

- Lead community manager** 2009  
 Astrum Nival LLC, Voronezh, Russia  
*Industry:* Video games publishing  
*Duties:* Supervised a newly established community team. Participated in hiring activities, trained new employees, coordinated activities with upper management.
- PR-manager** 2007-2008  
 Skyfallen Entertainment LLC, Voronezh, Russia  
*Industry:* Video games development  
*Duties:* Prepared marketing materials, moderated game forums, published press-releases, wrote game dialogues, maintained corporate website, coordinated marketing activities with the publisher.
- Sales representative** 2006-2007  
 Oasis-s LLC, Voronezh, Russia  
*Industry:* IBM sales and service center  
*Duties:* created and maintained a database of existing and prospective customers, reached out prospective buyers through cold calling, dealt with customers' problems and complaints.

## Other Activities

Post Proposal PhD Student Consortium at the annual DSI meeting, 2017  
 MIT Professional Education's program  
*Discrete Choice Analysis: Predicting Demand and Market Shares, 2017*  
 INFORMS Business Analytics Professional Colloquium, 2017

Doctoral Student Colloquium at the INFORMS Annual Meeting, 2015

PhD Summer Academy at the MIT Zaragoza Logistics Center, 2013

## Skills

*Languages:* English (fluent), Russian (native)

*Computing Packages:* Git, Mercurial, Matlab, R (extensive experience); SAS, STATA (as a part of coursework)

*Specialized Software:* zTree, Qualtrics, SoPHIE with related PHP, JavaScript and AngularJS

## Honors and Awards

Temple University Fox School of Business The Young Scholars Interdisciplinary Forum Research Grant, 2019

Temple University Fox School of Business Seed Funding Forum Award, 2018

Betty and Gifford Johnson Travel Award, 2017

Tuition Scholarship from MIT Discrete Choice Analysis Program, 2017

Women in OR/MS Professional Colloquium Award, 2017

UT Dallas Dean's Excellence Scholarship, 2017

Women in OR/MS Monsanto Student Travel Award Women in OR/MS, 2016

UT Dallas Graduate Studies Scholarship, 2012- 2016

## Academic Service

INFORMS Prize committee member, Spring 2021 - Spring 2023

Session organizer for POMS 2019 and 2021 Annual Conferences, Retail Operations track

Referee for Journal of Behavioral and Experimental Economics

Vice President Education, Toastmasters International club at Jindal School of Business, 2015

## Media Appearances

The Jennifer & Wendy Show *The professor in the Chaifetz School of Business at Saint Louis University joins the program to discuss the issues with the supply chain.* Oct 8, 2021

## Professional Associations

The Institute for Operations Research and Management Sciences (INFORMS)

Behavioral Operations Management (BOM) Section of INFORMS

The Forum for Women in OR/MS (WORMS)

Production and Operations Management Society (POMS)

Decision Sciences Institute (DSI)