

# **Ruomeng Cui**

**Goizueta Foundation Term Associate Professor of Information Systems & Operations Management at Emory University, Goizueta Business School**

Atlanta, GA, US

Cui's research focuses on how operations strategies create and deliver value in companies' digital transformation

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## **Biography**

Ruomeng Cui is an Associate Professor in the Department of Information System and Operations Management at the Goizueta Business School, Emory University. In her research, Professor Cui investigates how operations strategies create and deliver value in companies' digital transformation. Specifically, she studies how digitization reshapes how companies compete and operate. Her research has been recognized by various prizes including 2019 INFORMS Junior Faculty Interest Group (JFIG) Paper Competition award, 2019 M&SOM Practice-Based Paper Competition award, 2017 INFORMS Behavioral Section Best Working Paper award, and 2014 POMS Supply Chain Management Student Paper Competition award. Professor Cui's research has been widely covered by the media, including NPR, NPR Marketplace, Financial Times, Fox News, Fortune Magazine, and HBR.

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## **Areas of Expertise**

Digital Retail, Platform Markets, Operations Strategy, Supply Chain, Data-driven Decision, Causal Inference

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## **Education**

**Northwestern University, Kellogg School of Management**  
PhD Operations Management

**Tsinghua University**  
BSc Industrial Engineering

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