

Arturo Estrada Rodriguez

arturo.rodriguez.18@ucl.ac.uk | <https://arturoestrada.github.io> | www.linkedin.com/in/arturo-estrada-rodriguez

University College London, School of Management
One Canada Square 38th floor, London E14 5AB, United Kingdom

EDUCATION

2019 – present	Ph.D., Management School of Management, University College London (UK) Supervisors: Rouba Ibrahim, Dongyuan Zhan
2018 – 2019	M.Res., Management School of Management, University College London (UK) First class honours degree (<i>highest possible grade</i>)
2015 – 2017	M.S., Manufacturing Systems Instituto Tecnológico y de Estudios Superiores de Monterrey (Mexico) First class honours degree (<i>highest possible grade</i>)
2010 – 2015	B.S., Industrial Engineering with minor in Systems Engineering Instituto Tecnológico y de Estudios Superiores de Monterrey (Mexico) CENEVAL National Award to Academic Excellence First class honours degree (<i>highest possible grade</i>)

RESEARCH INTERESTS

Behavioral Operations Management: I study how the design and operation of service systems influence human behavior and decision-making. In particular, I focus on persuasion, deception, and lying behavior.

Methodology: Queueing Theory, Game Theory, Experiments, Data Analysis.

JOURNAL PUBLICATIONS

Rodriguez, A. E., Pezzotta, G., Pinto, R., & Romero, D. (2022). A framework for cost estimation in product-service systems: A systems thinking approach. *CIRP Journal of Manufacturing Science and Technology*, 38, 748-759.

Rodriguez, A. E., Pezzotta, G., Pinto, R., & Romero, D. (2020). A comprehensive description of the Product-Service Systems' cost estimation process: An integrative review. *International Journal of Production Economics*, 221, 107481.

WORKING PAPERS AND WORK IN PROGRESS

Rodriguez, A. E., Ibrahim, R. and D. Zhan. On Customer (Dis)honesty in Unobservable Queues: The Role of Lying Aversion.

- Major revision at *Management Science*.
- Second place, 2021 Behavioral Operations Management Best Working paper.
- Finalist, 2021 Service Science IBM Best Student Paper.

Rodriguez, A. E., Ibrahim, R. and M. Kremer. Persuasion in Queues: An Experimental Study on the Effectiveness of Delay Announcements for Congestion Management. *Working paper*.

CONFERENCE PUBLICATIONS

Rodriguez, A. E., Romero, D., Pinto, R., Pezzotta, G., Lagorio, A., & Rondini, A. (2017). A cost-engineering method for product-service systems based on stochastic process modelling: Bergamo's bike-sharing PSS. *Procedia CIRP*, 64, 417-422.

Rodriguez, A. E., & Romero, D. (2016). A system quality attributes ontology for product-service systems functional measurement based on a holistic approach. *Procedia CIRP*, 47, 78-83.

Rodriguez, A. E., & Romero, D. (2016). Towards a cost engineering method for product-service systems based on a system cost uncertainty analysis. *Procedia CIRP*, 47, 84-89.

TEACHING

2023 – Present	Teaching Assistant and Seminar Lectures Decision Science and Risk Analysis (undergraduate and postgraduate), University College London (United Kingdom).
2019 – 2022	Teaching Assistant and Seminar Lectures Operations Analytics (postgraduate), University College London (United Kingdom).
2016 – 2017	Teaching Assistant and Seminar Lectures Mathematical Foundations of Management (undergraduate), University College London (United Kingdom).
2017 – 2018	Lectures Factory Layout Design with 3D Discrete Event Simulation Software, University of Bergamo (Italy).

PROFESIONAL ACTIVITIES

2017 – 2018	Junior Research Fellow Research Group on Industrial Engineering, Logistics and Service Operations (CELS), University of Bergamo (Italy).
2017 – 2018	Organiser IFAC Symposium on Information Control Problems in Manufacturing (INCOM 2018), University of Bergamo (Italy).
2016 – 2017	Visiting Research Fellow Research Group on Industrial Engineering, Logistics and Service Operations (CELS), University of Bergamo (Italy).
2015 – 2016	Internship: Industrial Engineer GlaxoSmithKline GSK Pharmaceutical Plant (Mexico).
Referring:	International Journal of Production Economics.
Presentations:	2023 – SIG Service Management Track, McGill University, Montreal (Canada). 2023 – Behavioral Operations Conference, Carey Business School Johns Hopkins University, Baltimore (United States). 2023 - The European Technology & Operations Management (TOM) Day, HEC Paris (France). 2023 – The Trans-Atlantic Doctoral Conference, London Business School (United Kingdom). 2022 – INFORMS Annual Meeting, Indianapolis (United States). 2022 – POMS Annual Conference, Online. 2022 – The Trans-Atlantic Doctoral Conference, London Business School (United Kingdom). 2021 – INFORMS Annual Meeting, Online.
Doctoral Programs:	2023 – Behavioral Operations Management Sumer Institute, Harvard Business School, Boston (United States).

LANGUAGES

Spanish (Native), English (fluent), and Italian (very good).

IT SKILLS

Data Analysis: R, Python
Certificate of completion "Data Science Specialization", Johns Hopkins University (Coursera).

Experiments: oTree (HTML, JavaScript, CSS), Qualtrics.

OTHER

Nationality: Mexican and Portuguese.