

# Arturo Estrada Rodriguez

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Católica-Lisbon, School of Business and Economics  
Palma de Cima, 1649-023 Lisboa, Portugal

## ACADEMIC POSITIONS

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2024 – Present      **Assistant Professor**  
Católica-Lisbon School of Business and Economics (Portugal).

## EDUCATION

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2019 – 2024      **Ph.D., Operations Management**  
School of Management, University College London (United Kingdom).

2018 – 2019      **M.Res., Management**  
School of Management, University College London (United Kingdom).

2015 – 2017      **M.S., Manufacturing Systems**  
Instituto Tecnológico y de Estudios Superiores de Monterrey (Mexico).

2010 – 2015      **B.S., Industrial Engineering with minor in Systems Engineering**  
Instituto Tecnológico y de Estudios Superiores de Monterrey (Mexico).

## RESEARCH INTERESTS

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Strategic communication and information economics in the context of service operations and queueing systems.  
*Methodology:* queueing theory, game theory, experimental design, econometric analysis of experimental data.

## JOURNAL PUBLICATIONS

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Rodriguez, A. E., Ibrahim, R. and Zhan, D. (2024) On Customer (Dis-)honesty in Unobservable Queues: The Role of Lying Aversion. *Management Science*.

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

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

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Rodriguez, A. E., Ibrahim, R. and Kremer, M. Persuasive Communication in Social Service Operations.

- Major Revision at *Management Science*.

Rodriguez, A. E., Ibrahim, R. and Kremer, M. Strategic Human-Algorithm Communication in Service Operations.

Rodriguez, A. E. and Singh, S.P., Non-Truthful Mechanism Design for Revenue Management in Queueing Systems.

## OTHER PUBLICATIONS (CONFERENCE PAPERS)

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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.

## PROFESSIONAL ACTIVITIES

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|----------------|---|
| 2023           | <b>Doctoral Program</b><br>Behavioral Operations Management Sumer Institute, Harvard Business School (United States).                       |
| 2020 – Present | <b>Ad-hoc Reviewer</b><br>International Journal of Production Economics, Management Science.  |
| 2017 – 2018    | <b>Organizing Committee</b><br>IFAC Symposium on Information Control Problems in Manufacturing (INCOM 2018), University of Bergamo (Italy). |

## INVITED TALKS

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| 2023 | MSOM SIG Service Management Track, McGill University (Canada).   |
| 2023 | Behavioral Operations Conference, Carey Business School Johns Hopkins University (United States).                    |
| 2023 | The European Technology & Operations Management (TOM) Day, HEC Paris (France).                                       |
| 2022 | 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.  |
| 2017 | 9th CIRP IPSS Conference: Circular Perspectives on Product/Service-Systems, Danmarks Tekniske Universitet (Denmark). |
| 2016 | 8th CIRP IPSS Conference: Product-Service Systems across Life Cycle, University of Bergamo (Italy).                  |

## TEACHING

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|----------------|---|
| 2024 – Present | <b>Operations</b> (undergraduate and postgraduate)<br>Católica-Lisbon, School of Business and Economics (Portugal).       |
| 2022 – 2024    | <b>Decision Science and Risk Analysis</b> (undergraduate and postgraduate)<br>University College London (United Kingdom). |
| 2019 – 2024    | <b>Mathematical Foundations of Management</b> (undergraduate)<br>University College London (United Kingdom).              |
| 2019 – 2022    | <b>Operations Analytics</b> (postgraduate)<br>University College London (United Kingdom).                                 |
| 2017 – 2018    | <b>Factory Layout Design</b> (undergraduate)<br>University of Bergamo (Italy).  |
| 2013 – 2014    | <b>Physics</b> (high-school)<br>Instituto Tecnológico y de Estudios Superiores de Monterrey (Mexico).                     |

## PREVIOUS POSITIONS

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| 2017 – 2018 | <b>Junior Research Fellow</b><br>Research Group on Industrial Engineering, Logistics and Service Operations (CELS), University of Bergamo (Italy).   |
| 2016 – 2017 | <b>Visiting Research Fellow</b><br>Research Group on Industrial Engineering, Logistics and Service Operations (CELS), University of Bergamo (Italy). |
| 2014 – 2016 | <b>Service Operations Consultant</b><br>Private (Mexico).  |
| 2014 – 2015 | <b>Operations Analyst</b><br>GlaxoSmithKline GSK (Mexico).   |