

# Arturo Estrada Rodriguez

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

## EDUCATION

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

## RESEARCH INTERESTS

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My dissertation research, conducted under the supervision of Rouba Ibrahim and Dongyuan Zhan, focuses on applying queueing models, game-theoretic models, and econometric analysis of experimental data to *formulate actionable policy recommendations for service operations*. In particular, I study the way customers and managers in service systems strategically exchange private information to influence each other's beliefs and decisions, and how these strategic interactions affect the system's overall performance.

Methodology: Queueing Theory, Game Theory, Experimental Design, Econometric Analysis of Experimental Data.

## WORKING PAPERS AND WORK IN PROGRESS

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

- Major revision at *Management Science*.
- Selected for MSOM SIG Service Management Track presentation, 2023 McGill University, Montreal (Canada)
- Second place, 2021 Behavioral Operations Management Best Working paper.
- Finalist, 2021 Service Science IBM Best Student Paper.

Rodriguez, A. E., Ibrahim, R. and Kremer, M. Communication, Commitment, and Persuasion in Service Operations: Theory and Experiment. *Working paper*.

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

Rodriguez, A. E. Customer Lying Behaviour in Observable Queues: The Role of Reputation and Image Concerns. *Working project*.

## JOURNAL PUBLICATIONS

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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.

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.

## 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.

## TEACHING

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| 2022 – Present | <b>Teaching Assistant and Seminar Lecturer</b><br>Decision Science and Risk Analysis (undergraduate and postgraduate), University College London (United Kingdom). |
| 2019 – Present | <b>Teaching Assistant and Seminar Lecturer</b><br>Mathematical Foundations of Management (undergraduate), University College London (United Kingdom).              |
| 2019 – 2022    | <b>Teaching Assistant and Seminar Lecturer</b><br>Operations Analytics (postgraduate), University College London (United Kingdom).                                 |
| 2017 – 2018    | <b>Design and Delivery of Workshop Series</b><br>Factory Layout Design with 3D Discrete Event Simulation Software, University of Bergamo (Italy).                  |
| 2014 – 2015    | <b>Tutor</b><br>Physics class for students from low-income backgrounds, Instituto Tecnológico y de Estudios Superiores de Monterrey (Mexico).                      |

## PROFESSIONAL ACTIVITIES

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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).  |
| 2017 – 2018               | <b>Organiser</b><br>IFAC Symposium on Information Control Problems in Manufacturing (INCOM 2018), 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).  |
| 2015 – 2016               | <b>Internship: Industrial Engineer</b><br>GlaxoSmithKline GSK Pharmaceutical Plant (Mexico).  |
| <b>Ad hoc Reviewer:</b>   | International Journal of Production Economics.  |
| <b>Presentations:</b>     | 2023 – MSOM SIG Service Management Track, McGill University, Montreal (Canada).<br>2023 – Behavioral Operations Conference, Carey Business School Johns Hopkins University, Baltimore (United States).<br>2023 - The European Technology & Operations Management (TOM) Day, HEC Paris (France).<br>2023 – The Trans-Atlantic Doctoral Conference, London Business School (United Kingdom).<br>2022 – INFORMS Annual Meeting, Indianapolis (United States).<br>2022 – POMS Annual Conference, Online.<br>2022 – The Trans-Atlantic Doctoral Conference, London Business School (United Kingdom).<br>2021 – INFORMS Annual Meeting, Online. |
| <b>Doctoral Programs:</b> | 2023 – Behavioral Operations Management Summer Institute, Harvard Business School, Boston (United States).  |

## LANGUAGES

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

## IT SKILLS

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

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

## OTHER

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I hold a double nationality: Mexican and Portuguese.