

# Arturo Estrada Rodriguez

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

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

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*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

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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 Zhan, D. 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 Kremer, M. Persuasion in Queues: An Experimental Study on the Effectiveness of Delay Announcements for Congestion Management. *Working paper*.

## CONFERENCE PUBLICATIONS

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

## PROFESIONAL ACTIVITIES

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2017 – 2018	<b>Junior Research Fellow</b> Research Group on Industrial Engineering, Logistics and Service Operations (CELS), University of Bergamo (Italy).
2017 – 2018	<b>Organiser</b> IFAC Symposium on Information Control Problems in Manufacturing (INCOM 2018), University of Bergamo (Italy).
2016 – 2017	<b>Visiting Research Fellow</b> Research Group on Industrial Engineering, Logistics and Service Operations (CELS), University of Bergamo (Italy).
2015 – 2016	<b>Internship: Industrial Engineer</b> GlaxoSmithKline GSK Pharmaceutical Plant (Mexico).
<b>Referring:</b>	International Journal of Production Economics.
<b>Presentations:</b>	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.
<b>Doctoral Programs:</b>	2023 – Behavioral Operations Management Sumer 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.

## OTHER

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Nationality: Mexican and Portuguese.