

# Elena Belavina

belavina.com

elena@belavina.com

## Academic Employment

*Cornell University, School of Hotel Administration and SC Johnson College of Business*

Associate Professor, OTIM Department, 2018–

Faculty Fellow, The Atkinson Center for a Sustainable Future, 2019–

*The University of Chicago, Booth School of Business*

Assistant Professor, Operations Management Department, 2012-2018

On family leave, 2015-16

Neubauer Family Faculty Fellow, 2013-2014

Jane and Basil Vasiliou Scholar, 2015-17

Visiting Scholar, NYU Stern, 2017-2018

## Education

Ph.D. in Management with distinction (Operations Management), INSEAD, 2012

M. Sc. and B. Sc. Applied Mathematics and Physics, Moscow Institute of Physics and Technology (State University), GPA: 5.0/5.0, 2007

## Research Interests

Sustainability: Food Waste, Bike-Share Systems

Food Operations, Restaurants and Commercial Kitchens, Grocery and Food Delivery

Supply Chain Management, Perishable Inventory Management, Repeated Games, Econometric Analysis

## Published Papers

- [1] Belavina E. "Grocery Store Density and Food Waste," *M&SOM*, Articles in Advance, Jan 30, 2020.  
Invited presentation at Utah Winter Operations Conference, 2020, Accepted for ARCS 2018, MSOM Sustainability SIG 2017, Early-career Sustainable Operations Workshop, 2017.
- [2] Belavina E., S. Marinesi and G. Tsoukalas, "Rethinking Crowdfunding Platform Design: Mechanisms to Deter Misconduct and Improve Efficiency," *Management Science*, Articles in Advance, May 22, 2020.  
Invited presentation at the MSOM iFORM SIG, 2019.
- [3] Zheng F., P. He, E. Belavina and K. Girotra, "Customer Preference and Station Network in the London Bike Share System," *Management Science*, Articles in Advance, Aug 5, 2020.  
Finalist, 2018 IBM Service Science Best Student Paper Award; Invited talks at Marketplaces Conference 2017, Wharton Empirical Research in OM Workshop 2017, MSOM Service SIG 2018.
- [4] Kabra A., E. Belavina and K. Girotra, "Bike Share Systems: Accessibility and Availability," *Management Science*, Articles in Advance, Nov 13, 2019.  
Winner, 2015 MSOM Student Paper Competition, Runner-up POMS College of Sustainability Best Student Paper Award, 3<sup>rd</sup> Prize in Service Science Student Paper Competition (A. Kabra)  
Selected Sustainable Operations SIG Conference, 2015.
- [5] Momot R., E. Belavina and K. Girotra, "The Use and Value of Social Network Information in Selective Selling of Exclusive Products," *Management Science*, 66:6, 2019.  
Finalist, 2016 IBM Service Science Best Student Paper Award
- [6] Belavina E., K. Girotra and A. Kabra, "Online Grocery Retail: Revenue Models and Environmental Impact" *Management Science*, 63:6, 2017.
- [7] Avci B., Loutfi Z., Mihm J., Belavina E., and Keck S., "Comparison as Incentive: Newsvendor Decisions in a Social Context," *Production and Operations Management*, 23:2, 2014.
- [8] Belavina E. and K. Girotra, "The Relational Advantages of Intermediation," *Management Science*, 58:9, 2012.  
3<sup>rd</sup> Prize in JFIG Best Paper Competition, 2011; Selected MSOM Supply-Chain SIG 2011

## Book Chapters

- [9] A. Kabra, Belavina E., K. Girotra "Bike-Share Systems" in *Environmentally Responsible Supply Chains*, Atalay Atasü, editor, Chapter 8, Springer, 2016.

## Industry Reports & Publications

- [10] Belavina E. and Kabra A. "Leveraging Bike-Share Systems to Improve Guest Experiences and Attract Tourists," *Cornell Hospitality Report*, 19(6), 1-12, 2019.

- [11] Belavina E. "Crowdfunding for Hospitality Ventures," *Cornell Hospitality Research Brief*, 20(1), 2020.
- [12] Allu R. and Belavina E. "Contractual Terms for Reducing Food Waste. Possibilities and Potential within Fresh Grocery Supply Chains," *ECR Retail Loss Group Report*, 2020.

## Revisions and Papers in Review

- [13] Astashkina E., E. Belavina and S. Marinesi, "The Environmental Impact of the Advent of Online Grocery Retailing," Reject and Resubmit, *Management Science*, 2019.  
Finalist IBM Best Student Paper Competition, 2018.
- [14] Belavina E., "Supply Networks for Relational Sourcing," Under revision for submission to *Operations Research*, 2019.
- [15] Belavina E., K. Girotra, K. Moon, and J. Zhang, "Observed Choices and Unobserved Talents in Online Labor Markets," Under revision for resubmission to *Management Science*, 2020.  
Finalist MSOM, Revenue Management & Pricing, and IBM Service Sci. Best Student Paper Competitions 2019;  
Invited talks at Marketplaces Conference 2018, 2019; Wharton Empirical Research in OM Workshop 2018, MSOM SIG 2018.

## Working Papers

- [16] Belavina E. and X. Yan "Variability Propagation in Perishable Product Supply Chains," 2020.
- [17] Belavina E. and V. Karamshetty "Impact of AI-enabled Monitoring on Food Waste in Commercial Kitchens" (target journal: *Cornell Hospitality Quarterly*), 2020.
- [18] Belavina E., "The Benefits of Decentralized Decision Making," 2014. [Dormant]

## Ongoing Projects

- [19] Belavina E. and E. Astashkina, "Interventions to Reduce Food Waste in Dining Halls and Quick Service Restaurants: Learnings from Field Experiments."  
Recipient of the Business of Food Small Grants Program: \$10,000, 2019.
- [20] Roy D., E. Belavina, N. Kallus and K. Girotra, "Reducing Food Waste in Akshaya Patra's Food for Education Program."
- [21] Barrett C., E. Belavina, N. Gavirneni, M. Gomez, "The Global Food Dollar" (target journal: *Science*).  
Recipient of Business of Food Small Grants Program: \$10,000, 2019.
- [22] Belavina E. "The Impact of the Grocery Retail Network on Consumer Choices: Consumption Patterns and Food Waste."

## Industry Reports in Preparation

- [23] Belavina E. "Impact of Technology on Food Waste in Commercial Kitchens," in preparation for *Cornell Hospitality Reports*, 2020.
- [24] Belavina E. "Reducing Food Waste in Service Sector," in preparation for *Cornell Hospitality Reports*, 2020.
- [25] Belavina E. "Reducing Food Waste at Dining Halls," in preparation for *Cornell Hospitality Reports*, 2020.

## Teaching Materials Developed

- [26] Flipped Video Course on Hospitality Quantitative Analysis. 25 Video Lectures (~100 video segments) covering descriptive, predictive, and prescriptive data analytics and applications in the travel, hotel, food service, and healthcare industries, 2019.
- [27] New 28 Session Elective course on “Operational Analysis and New Business Models,” with a partially flipped classroom experience, 2020.

## Cases

- [28] Belavina E. “Zero Waste Restaurants,” in preparation, 2020.

## Student Advising

Ph.D.: Xiaoyue Yan, 2024 (Expected, Committee Chair)  
Astashkina Ekaterina, 2019 (Committee Chair, Assistant Prof., Uni of Michigan, Ross)  
Ashish Kabra, 2018 (Committee Co-Chair, Assistant Prof., Uni. of Maryland)  
Ruslan Momot, 2018 (Committee member, HEC France)  
Jing Wu, 2016 (Committee member)

## Industry Engagement

ECR shrink group (a consortium of food retailers incl. Tesco, Walmart, etc.), 2019-  
Las Vegas Sands (Casino/Resort Developer and Operator), 2019-  
Akshaya Patra’s food for education program (NGO), 2018-  
Winnow Solutions (AI based tools to help chefs monitor and reduce food waste), 2016-  
Upwork (World’s largest labor marketplace), 2016-  
Transport for London (Public agency for transportation in the city of London), 2015-2019  
Velib’ (Bike-share provider in Paris), 2011-2016

### *In Early Stage Discussions:*

Amazon (online grocery retailing), 2020-  
Salad Stop (Quick Service Restaurant Chain), 2019-  
Everytable (grab-and-go storefronts for fresh, healthy meals), 2019-  
HostMaker (Management services for Airbnb hosts), 2019-  
Oyo Hotels (Marketplace aggregator for independent budget hotels), 2019-

Cornell Dining (28 eateries on Cornell campus), 2019-

World Wildlife Fund (NGO: wilderness preservation and reduction of human impact on env.), 2019-

Pepr (A software company that helps restaurants improve profits using AI), 2017-

## Awards and Honors

### *Teaching*

Ted Teng Impactful Teaching Award, 2020

### *Research*

Advisor and Co-author for Recipients of Student Paper Awards:

MSOM Student Paper Competition (Ashish Kabra: Winner 2015, Jiding Zhang: Finalist 2019)

POMS College of Sustainability Best Student Paper Award (Ashish Kabra: Runner-up 2015)

IBM Service Science Best Student Paper Award (Ashish Kabra: 3rd Prize 2016, Ruslan Momot: Finalist 2016, Astashkina Ekaterina: Finalist 2018, Pu He: Finalist 2019)

Revenue Management & Pricing Student Paper Competition (Jiding Zhang: Finalist 2019)

Junior Faculty Interest Group, Best Paper Award, 3rd Place, 2011

### *Service*

Management Science Meritorious Service Award 2014, 2019

### *Fellowships and Scholarships*

Faculty Fellow, Atkinson Center for Sustainable Future, 2019

Nominated for the Andrew Carnegie Fellowship by SC Johnson College of Business, 2018

Jane and Basil Vasiliou Scholar, Chicago Booth, 2015, 2016, 2017

Neubauer Family Faculty Fellow, Chicago Booth, 2013, 2014

### *Grants*

Cornell Business of Food Grants Program Recipient (\$10,000 x2)

INSEAD Research Grant on Bike-Share Systems (€ 15,000)

INSEAD Research Grant on Global Sourcing (€4,000)

### *Student*

The George and Marion Plossl Research Fellowship (Runner-up), 2010

Passed both parts of INSEAD Ph.D. qualification examination with distinction, 2008, 2009

NIX Scholarship 2002, 2003

MIPT Scholarship for Outstanding Academic Achievements, 2001-2007

## Teaching

### Operational Analysis and New Business Models (Cornell University)

Evaluations: 2020: 5.0, 4.62

“Overall Instructor Rating (Q17)”, 1-5 Scale. Full evaluations available on request.

### Hospitality Quantitative Analysis (Cornell University)

Evaluations: 2020: 5.0, 4.77  
2019: 4.93, 4.40

“Overall Instructor Rating (Q17)”, 1-5 Scale. Full evaluations available on request.

### Operations Management: Business Process Fundamentals (University of Chicago)

Evaluations: 2018: 4.52, 4.5  
2017: 4.88, 4.74, 4.60  
2016: 4.88, 4.73, 4.68  
2015: 4.84, 4.76, 4.64  
2014: 4.69, 4.61, 4.46  
2013: 4.60, 4.07

“Overall effectiveness in conveying information in an interesting way,” 1-5 Scale.  
Full evaluations available on request.

Independent Study Projects: A. Goyal on Crowdfunding, 2019; K. Unger on Data Analytics, 2020 (scheduled).

## Service to the School/University

### *Cornell University*

Graduate Committee Member, Aug. 2019-

MMH Admissions Committee, 2019-

Reader of Graduate Student Applications (Ph.D. and MS), 2019-2020

Part of OTIM Ph.D. curriculum development team, 2019-2020

Member of the Smith Family Business Initiative Research Pioneer Fund Proposal Committee, 2019

Undergraduate and Graduate Student Advising and Recommendation Letter Writer, 2018-

Faculty advisor to the Hospitality Financial & Technology Professionals (HFTP) Club, 2020-

### *University of Chicago*

Ph.D. Student and Faculty Recruitment, 2012-2018

Teaching Mentor for Professors Candogan and Zhong, 2016

Operations Seminar Series Coordinator, 2012-14

## Service to the Academic Community

Associate Editor, *Service Science*, 2019-

Ad-hoc Referee for Academic Journals:

*Management Science, Manufacturing and Service Operations Management, Operations Research, Journal of Political Economy, Transportation Science, Production and Operations Management, Decision Sciences, 2011-*

Referee for MSOM SIG Conferences:

*Service: 2013, 2014, 2017, 2018, 2019, 2020*

*Supply Chain: 2013, 2014, 2017, 2018, 2020*

*Sustainable Operations: 2013, 2014, 2017*

*iFORM: 2018*

Judge for Best Student Paper Competitions:

*POMS Product Innovation and Technology Management (PITM), 2020*

*POMS College of Supply Chain Management, 2016, 2017, 2018, 2020*

*MSOM student paper competition, 2016, 2017, 2018, 2019, 2020*

Cluster Chair: MSOM Sustainable Operations SIG Cluster at INFORMS, 2017

Session Chair: Multiple sessions at INFORMS Annual Meeting, 2012-2020

Invited as an expert reviewer for the Foundation for Food and Agriculture Research, 2019

## Selected Invited Talks

2020: Cornell Business Analytics, Virtual

Sell More, Waste Less Series, Conference by ECR Shrink Group, Virtual

Institute of Food Systems Industry Partnership Program Symposium, Virtual

Business, Environment and Sustainability Panel, Cornell University

Winter Operations Management Conference, University of Utah

2019: Sustainability Round Table, Cornell University

Networks, Matching and Platforms Conference

Cornell-R4 Applied AI Initiative Data Science Seminar Series

Symposium for Sourcing and Selling Healthy Food for a Sustainable Planet

Atkinson Center's Food Security Working Group Ideas to Action (I2A) Forum

2018: Center for Sustainable Global Enterprise, Cornell

Tepper School of Business, Carnegie Mellon University

Wharton School, University of Pennsylvania

The MIT Sloan School of Business

Stern School of Business, New York University

INSEAD, Fontainebleau, France

- 2017: London Business School, University of London  
Darden School of Business, University of Virginia  
Jindal School of Management, University of Texas at Dallas  
SC Johnson College of Business, Cornell University  
The Kellogg School of Management, Northwestern University
- 2016: Ecole des Hautes Etudes Commerciales (HEC), Paris  
ESSEC Business School, Paris  
IE Business School, Madrid  
IESE Business School, Barcelona
- 2014: The Tuck School of Business at Dartmouth
- 2012: The Leonard N. Stern School of Business, New York University  
The Kellogg School of Management, Northwestern University  
Columbia Business School, Columbia University  
The University of Chicago Booth School of Business  
The Walter A. Haas School of Business, University of California at Berkeley  
The Stephen M. Ross School of Business, University of Michigan  
London Business School, University of London  
Ecole des Hautes Etudes Commerciales (HEC), Paris  
The Scheller College of Business, Georgia Institute of Technology  
The Curtis L. Carlson School of Management, University of Minnesota  
The Wallace E. Carroll School of Management, Boston College  
Owen Graduate School of Business, Vanderbilt University  
NUS Business School, National University of Singapore  
Lee Kong Chian School of Business, Singapore Management University  
Kelley School of Business, Indiana University

## Selected Media

### Invited Articles and Features

“Better access to groceries could reduce food waste, emissions,” Cornell Chronicle, Jan 31, 2020

“If it takes a hike, riders won’t go for bike sharing,” Cornell Chronicle, Jan 29, 2020



"A fresh approach to helping the planet: Elena Belavina takes on food waste," Hotelie Magazine, Sep 18, 2019

"Elena Belavina: Creating strategies for food waste reduction," Ezra Magazine, Oct 22, 2019

"How to keep crowdfunding entrepreneurs honest," Chicago Booth Review, Sep 12, 2018

"How London could improve its bike-share system," Chicago Booth Review, Apr 12, 2018

"How to grow demand for bike-sharing", Chicago Booth Review, Mar 4, 2018

"To reduce food waste, build more grocery stores," Chicago Booth Review, Sep 12, 2017

"Welcome to Social Media Shopping Mall," INSEAD Knowledge, Aug 2, 2016

"How Bike Sharing Could Become Mainstream," INSEAD Knowledge, Jan 14, 2016

"Comic by Boggy: Dear Paris," Capital Ideas Magazine, June 2015.

"How to increase bike-share ridership at no additional cost," Chicago Booth Review, Feb 20, 2015

"Creating a Socially Responsible Supply Chain," INSEAD Knowledge, Feb 19, 2014

"How to make money in online groceries (and help the environment)," Capital Ideas Magazine, 2014

#### Media Mentions, Food Distribution and Service (Food Waste)

World Atlas (Mar 31 2020), The Lempert Report (Mar 27 2020), Grocery Business (Mar 24 2020), TreeHugger (Mar 18 2020), Cornell Chronicle (Mar 13 2020), Cornell Chronicle (Mar 12 2020), Chief Investment Officer (Mar 5 2020), Tiede-lehti (Feb 2020), The Fox Magazine (Feb 22 2020), Coupons in the News (Feb 21 2020), The Sell By Report (Feb 19 2020), Food and Wine (Feb 14 2020), News Medical Life Sciences (Feb 13 2020), Modern Farmer (Feb 13, 2020), Lab Manager (Feb 13 2020), Food Manufacturing (Feb 12 2020), Perishable News (Feb 12 2020), Informs (Feb 12 2020)

New York Post (Feb 10 2020), Market Watch (Feb 10 2020), Food Navigator (Feb 6 2020), The Counter (Feb 6 2020), Gastronomía y Cia (Feb 6 2020), New Food Magazine (Feb 5 2020), Fast Company (Feb 5 2020), E&E News (Feb 5 2020), The National Tribute (Feb 1 2020), UMich (Jan 17 2020), Cornell Chronicle (Jan 31 2020), Ezra Magazine (Oct 22 2019), Hotelie Magazine (Sep 18 2019), Christian Science Monitor (Apr 26 2019), On Earth Magazine, Chicago Booth Review (Jan 17 2018), Chicago Booth Review (Sep 12 2017), INSEAD Knowledge (Jul 7 2017)

#### Media Mentions, Green Urban Commuting (Bike-share)

Capo Velo (Feb 18 2020), Cornell Chronicle (Feb 1 2020), CNN (Jan 31 2020), The Woman Post (Jan 14 2020), Eurasia Review (Jan 8 2020), Phys.org (Jan 6 2020), Informs (Jan 6 2020), Science Daily (Jan 31 2020), Mirage News (Jan 30 2020), Poets and Quants (Dec 2 2019), BBC (May 15 2018), Chicago Booth Review (Apr 12 2018), Chicago Booth Review (Mar 4 2018), Chicago Booth Review (Feb 20 2015)

#### Media Mentions, Other Work

Knowledge@Wharton (Aug 15, 2019), TechXplore (Aug 27, 2019); Chicago Booth Review (Sep 12, 2018), Daily FT (Aug 15, 2016)

## Hospitality Work Experience

Ida Lewis Yacht Club Intern: Front Desk Manager, Events Food Preparation and Service, 2006

Ida Lewis Yacht Club Intern: Guest and Member Reception, Waitress, 2005

Naval Station Newport Intern: Line Server for Breakfast, Lunch, Dinner, 2003

Motel 6 Intern: Front Desk and Housekeeping, Newport, RI, 2003

The Cliffside Inn Intern: Waitress and Housekeeping, Newport, RI, 2003