Ken Moon

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ACADEMIC

The Wharton School, University of Pennsylvania, Philadelphia, PA
Assistant Professor, Operations, Information and Decisions Department, 2017-Present
Claude Marion Endowed Faculty Scholar, 2020-2021
Lecturer, Operations, Information and Decisions Department, 2016-2017

EDUCATION

Stanford Graduate School of Business, Stanford, CA
Ph.D. in Business, Operations, Information and Technology, 2017

Harvard Law School, Cambridge, MA
J.D., 2008

Stanford University, Stanford, CA
B.A.S. (Two Majors) in Economics and Mathematics, with Honors and Distinction, 2005

RESEARCH INTERESTS

Economic Analysis of Problems in Operations Management
Data Analytics for Flexible Workforces, Labor Markets, and Responsible Sourcing
Pricing, Matching, and Information in Online Markets
Business Models and Strategy
Econometrics and Structural Estimation

JOURNAL PUBLICATIONS

1. *Managing Market Thickness in Online Business-to-Business Markets*
   K. Bimpikis, W. Elmaghraby, **K. Moon**, W. Zhang
   Management Science, forthcoming
   - 1st place, 2017 IBM Service Science best student paper (W. Zhang)
   - Finalist, 2018 POMS Supply Chain Management best student paper (W. Zhang)
   - Selected for 2017 Wharton Empirical OM Workshop
   - Selected for 2017 Stanford Marketplace Innovation Workshop

2. *Randomized Markdowns and Online Monitoring*
   K. Moon, K. Bimpikis, H. Mendelson
   Management Science, 64(3), March 2018, pp. 1271-1290
   - Selected for 2016 Columbia Marketplace Innovation Workshop
   - Selected for 2015 MSOM Service Operations SIG Meeting

REFEREED CONFERENCE PROCEEDINGS

3. *Modeling Success and Engagement for the App Economy*
   H. Mendelson, **K. Moon**
   Proceedings of ACM The Web Conference (WWW), 2018
   - Research track: Social Network Analysis and Graph Algorithms for the Web

WORKING & SUBMITTED PAPERS

4. *Manufacturing Productivity with Worker Turnover*
   K. Moon, P. Bergemann, D. Brown, A. Chen, J. Chu, E. Eisen, G. Fischer,
   P. Loyalka, S. Rho, J. Cohen
   Major revision (2nd round) in **Management Science**
   - 1st place, 2020 POMS Operational Excellence College best paper
   - Selected for 2018 MSOM Supply Chain Management SIG Meeting
   - Selected for 2018 Wharton Empirical OM Workshop
   - Awarded 2017 and 2018 Wharton Dean's Research Fund Grants

5. *When to Be Agile: Ratings and Version Updates in Mobile Apps*
   G. Allon, G. Askalidis, R. Berry, N. Immorlica, **K. Moon**, A. Singh
   Major revision (2nd round) in **Management Science**
   - 1st place, 2020 POMS Product Innovation and Technology best student paper (A. Singh)
   - Selected for 2019 MSOM Supply Chain Management SIG Meeting

6. *Matching in Labor Marketplaces: The Role of Experiential Information*
   E. Belavina, K. Girotra, **K. Moon**, J. Zhang
   Submitted
   Formerly presented as: "Matching in Online Marketplaces When Talent Is Difficult to Discern" and
   "Flexibility and Relationships in Online Marketplaces"
   - Finalist, 2019 INFORMS MSOM Best Student Paper (J. Zhang)
   - Finalist, 2019 INFORMS RMP Best Student Paper (J. Zhang)
   - Finalist, 2019 IBM Service Science Best Student Paper (J. Zhang)
   - Selected for 2019 Cornell ORIE Young Researchers Workshop
   - Selected for 2019 Wharton Empirical OM Workshop
   - Selected for 2019 Stanford Marketplace Innovation Workshop
   - Awarded 2019 Fishman Davidson Center for Service and Operations Management Research Grant

7. *The Hidden Cost of Worker Turnover: Attributing Product Reliability to the Turnover of Factory Workers*
   K. Moon, P. Loyalka, P. Bergemann, J. Cohen
   Re-submitted to **Management Science**
   - Awarded 2018 Wharton Dean's Research Fund Grant
   - Awarded 2019 Wharton Global Initiatives Research Grant

8. *Responsible Sourcing: The First Step is the Hardest*
    P. Ramchandani, H. Bastani, **K. Moon**
    Submitted
    Formerly presented as: "Why Do Companies Source Ethically? Certifications and Spillovers in Consumer Markets"
    - Winner of People's Choice Award, 2020 Early-career Sustainable OM Workshop
    - Selected for Mechanism Design for Social Good (MD4SG'20) oral presentation
    - Awarded 2019 Wharton Social Impact Initiative Research Grant (P. Ramchandani)

9. *Behavioral and Social Effects in a Crowdfunding Marketplace*
    H. Mendelson, **K. Moon**, Y. Shen

10. *Growth and Customer Loyalty: Evidence from the App Economy*
    H. Mendelson, **K. Moon**
    - Related work published in the proceedings of ACM The Web Conference (WWW), 2018

WORKS IN PROGRESS

11. *Worker Turnover in Supply Chain Networks*
    K. Moon with Apple Worker Exit Study
    - Awarded 2018 and 2019 Wharton Dean's Research Fund Grants
    - Awarded 2019 Wharton Global Initiatives Research Grant

12. *Preventing Burnout and Improving Teams Using Better Big Data in Healthcare*
    K. Moon, A. Singh, K. Laudanski
    - Awarded 2020 Analytics at Wharton Research Grant

13. *Structural Model of the Gig Economy Worker*
    G. Allon, M. Cohen, **K. Moon**, W. Sinchaisri
    - Awarded 2019 Fishman Davidson Center for Service and Operations Management Research Grant

14. *Pick-up, Delivery, or Both? Optimizing Fulfillment Services in Online Grocery Retail*
    C. Glaeser, **K. Moon**, X. Su

15. *Blockchain Traceability's Impact on the Supply Chain's First Mile*
    H. Bastani, **K. Moon**

16. *Mechanism Design for Responsible Sourcing*
    P. Ramchandani, H. Bastani, **K. Moon**
    - Awarded 2019 Wharton Social Impact Initiative Research Grant (P. Ramchandani)

17. *The Online Consumption of Fake News and Its Complements: Data & Interventions*
    J. Zhang, **K. Moon**, S. Veeraraghavan

18. *Optimizing Services in Retail Networks using High-dimensional Panel Data*
    G. Allon, **K. Moon**, A. Singh
    - Awarded 2019 Mack Institute Research Fellowship Grant (A. Singh)

19. *Estimating Demand for Multiple Queues with Behavioral Self-routing*
    K. Moon

INVITED SEMINARS

2020   Harvard Business School, Data Science Challenges in Management & Decision Sciences

2019   UC Berkeley, Haas School of Business
         University of Pennsylvania, The Wharton School
         Marketplace Innovation Workshop, Stanford University
         Annual Workshop in Management Science, University of Chile

2018   Wharton Workshop on Empirical Research in Operations Management
         MSOM Supply Chain Management SIG Meeting
         Center for Big Data in Mobile Analytics, Temple University, Fox School of Business

2017   Columbia University, Columbia Business School

2016   University of Pennsylvania, Industrial Organization Workshop
         UCSD, Rady School of Management
         INSEAD
         University of Pennsylvania, The Wharton School
         University of Chicago, Booth School of Business
         UCLA, Anderson School of Management
         Duke University, Fuqua School of Business
         Yale University, School of Management
         MIT, Sloan School of Management

2015   UNC, Kenan-Flagler Business School
         Stanford University, Graduate School of Business
         MSOM Service Operations SIG Meeting

ACCEPTED CONFERENCES

2020   INFORMS Annual Meeting, National Harbor
         Mechanism Design for Social Good (MD4SG'20)
         Early-career Sustainable Operations Management Workshop, Washington DC

2019   INFORMS Annual Meeting, Seattle
         Cornell ORIE Young Scholars Workshop, Ithaca
         Wharton Workshop on Empirical Research in Operations Management, Philadelphia
         MSOM Conference & SIG Meeting, Singapore
         Marketplace Innovation Workshop, Stanford University
         POMS Annual Conference, Washington DC

2018   INFORMS Annual Meeting, Phoenix
         Wharton Workshop on Empirical Research in Operations Management, Philadelphia
         INFORMS Revenue Management and Pricing Conference, Toronto
         MSOM Conference & SIG Meeting, Dallas

2017   INFORMS Annual Meeting, Houston
         Wharton Workshop on Empirical Research in Operations Management, Philadelphia
         INFORMS Revenue Management and Pricing Conference, Amsterdam
         MSOM Conference, Chapel Hill
         Marketplace Innovation Workshop, Stanford University

2016   INFORMS Annual Meeting, Nashville
         Marketplace Innovation Workshop, Columbia University

2015   INFORMS Annual Meeting, Philadelphia
         MSOM Conference & SIG Meeting, Toronto
         INFORMS Revenue Management and Pricing Conference, New York

2014   MSOM Conference, Seattle

2013   Wharton Customer Analytics Initiative Symposium, Philadelphia

TEACHING

The Wharton School, Philadelphia, PA
OIDD 101 (UG Introduction to Operations Management, 2017-2019)
OIDD 615 (MBA Operations Strategy, 2017-2020)

Stanford Graduate School of Business, Stanford, CA (Course Assistant)
OIT 262 (MBA Operations, 2014)
OIT 256/356 (MBA Electronic Business, 2013, 2014)

Harvard University, Department of Economics, Cambridge, MA (Teaching Fellow)
Economics 1011b (Macroeconomic Theory, 2008)
Economics 1011a (Microeconomic Theory, 2007)

STUDENT ADVISING AND COLLABORATIONS

Chloe Glaeser, Ph.D. 2019
    Operations, Information and Decisions, The Wharton School
    Primary advisors: Marshall Fisher and Xuanming Su
    First position: Assistant Professor, UNC Kenan-Flagler Business School

Wenchang Zhang, Ph.D. 2019
    Decision, Operations & Information Technologies, Robert H. Smith School of Business
    Primary advisor: Wedad Elmaghraby
    First position: Assistant Professor, Indiana University, Kelley School of Business

Yuanyuan (Ana) Shen, Ph.D. 2019
 Operations, Information and Technology, Stanford Graduate School of Business
 Primary advisor: Haim Mendelson
 First position: Data Scientist, Microsoft Bing Ads

Jiding Zhang, Ph.D. expected 2020
 Operations, Information and Decisions, The Wharton School
 Primary advisors: Ken Moon and Senthil Veeraraghavan
 First position: Assistant Professor, NYU Stern School of Business, Shanghai campus

Wichinpong (Park) Sinchaisri, Ph.D. expected 2021
 Operations, Information and Decisions, The Wharton School

Amandeep Singh, Ph.D. expected 2021
 Operations, Information and Decisions, The Wharton School

Pia Ramchandani, Ph.D. expected 2023
 Operations, Information and Decisions, The Wharton School

SERVICE

- **Judging & Conference Committees**
  4th Mechanism Design for Social Good (MD4SG'20) Program Committee
  INFORMS RMP Student Paper Prize Committee 2020
  21st ACM Conference on Economics and Computation (EC'20) Program Committee
  INFORMS Nicholson Prize Committee 2019 & 2020
  INFORMS Revenue Management & Pricing Conference Program Committee 2019
  POMS Best Student Paper in SCM Competition Judging Panel 2019
  MSOM Supply Chain SIG Meeting 2019, 2020
  MSOM Interface of Finance, Operations, and Risk Management SIG Meeting 2020
  MSOM Practice-based Research Competition 2018
  MSOM Student Paper Competition 2018, 2020
- **Reviewer**
  Management Science
  Manufacturing & Service Operations Management
  Operations Research
  The Quarterly Journal of Economics
  Production and Operations Management
- Meritorious Service Award, Management Science 2017, 2018, 2019
- Seminar committees: Wharton OID Seminar (2016-2019, 2020-2021), Wharton Industrial Organization Workshop (2016-17)

PROFESSIONAL EXPERIENCE

Cleary Gottlieb Steen & Hamilton LLP, Washington, DC and New York, NY
Attorney, 2008 – 2011
Primary research and writing for Greene, "Dodd-Frank: A Lesson in Decision
Avoidance" (2011), Capital Markets Law Journal 6(1): 29-79 (Oxford Univ. Press)

MEMBERSHIPS

American Economic Association (AEA), Econometric Society, Institute for Operations Research
and the Management Sciences (INFORMS), Manufacturing and Service Operations Management
Society (MSOM), New York Bar