

# Somya Singhvi

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CONTACT INFORMATION	USC Marshall School of Business 3670 Trousdale Pkwy, Los Angeles, CA 90005	ssinghvi@marshall.usc.edu <a href="https://somyasinghvi.github.io/">https://somyasinghvi.github.io/</a>
ACADEMIC EMPLOYMENT	<b>USC Marshall School of Business</b> Assistant Professor, Data Science and Operations Department	2021-present
	<b>Center for Global Development</b> Postdoctoral Research Fellow	2020-2021
EDUCATION	<b>Massachusetts Institute of Technology</b> PhD in Operations Research <b>Thesis:</b> <i>Improving Farmers' and Consumers' Welfare in Agricultural Supply Chains via Data-Driven Analytics and Modeling: From Theory to Practice</i>	2015-2020
	<b>Cornell University</b> S.B. (Hons.) <i>magna cum laude</i> in Operations Research & Engineering Minor in Applied Mathematics	2011-2015
HONORS AND AWARDS	<ol style="list-style-type: none"><li>1. Third Place, INFORMS Service Science Student Paper Competition (2023*) <i>"This award is intended to celebrate high-quality research generated by Ph.D. students in Service Science."</i></li><li>2. Finalist, POMS Service Operations Student Paper Competition (2023*) <i>"This prize is awarded to the best paper in Service Operations by a doctoral student."</i></li><li>3. First Place, POMS Sustainable Operations Student Paper Competition (2019, 2020, 2023*) <i>"The prize is awarded to the most promising doctoral student project that improve our understanding of the issues at the interface between sustainability and operations"</i></li><li>4. First Place, MSOM Practice-Based Research Competition (2023) <i>"The objectives of this biennial competition is to motivate, help develop, reward and highlight high-quality OM research papers with significant practical relevance."</i></li><li>5. First Place, George B. Dantzig Dissertation Award (2021) <i>"This award is given for the best dissertation in any area of operations research and the management sciences that is innovative and relevant to practice."</i></li><li>6. First Place, POMS Applied Research Challenge (2021) <i>"The Production and Operations Management Society (POMS) conducts this biennial competition to award POMS members (faculty and students) who conduct rigorous applied research that is innovative and relevant to practice."</i></li><li>7. First Place, INFORMS Public Sector Operations Research Best Paper Award (2020) <i>"The award recognizes research judged to be of the best quality in all of the disciplines and application areas represented within PSOR."</i></li><li>8. First Place, MSOM Responsible Research Award (2020) <i>"The award recognizes studies contributing knowledge that may have implications for making the world a better place by informing evidence-based, high-quality, and</i></li></ol>	

*societally beneficial organizational practices across the business, government, and non-government organizations.”*

9. First Place, POMS Behavioral OM Junior Scholar Paper Competition (2020)  
*“The award recognizes best paper by a junior scholar in the domain of Behavioral Operations Management”*
10. First Place, POMS Supply Chain Management Student Paper Competition (2020)  
*“The prize is awarded to honor outstanding doctoral student projects in the field of Supply Chain Management”*
11. People’s Choice Award, Early Career Sustainable OM Workshop (2020)  
*“Chosen by attendees of the workshop as top paper in Sustainable Operations Management”*
12. First Place, INFORMS Doing Good With Good OR Competition (2019)  
*“Held by INFORMS to honor outstanding projects in the field of operations research and the management sciences that have a significant societal impact.”*
13. Tata Fellowship, Tata Center for Technology and Design at MIT (2017-2019)
14. Tata Scholarship for Students from India (2011-2015)  
*“Awarded to approximately 5 undergraduate students from India every year so that the very best Indian students have access to Cornell.”*  
(\* indicates award was won by a student co-author on the project)

#### GRANTS

1. USC Institute for Outlier Research in Business Grant (\$20,000), 5/1/2022 - 8/31/2023  
*“iORB provides funding to support ambitious research projects by USC Marshall faculty that have significant potential impact.”*
2. USC Greif Research Award (\$8,000), 5/1/2022 - 8/31/2023  
*“The Lloyd Greif Center for Entrepreneurial Studies provides support for USC Marshall faculty conducting research on entrepreneurship-related topics.”*

#### COMPLETED & WORKING PAPERS

**Increasing Guardians’ Engagement on Ed-Tech Platforms through Personalized Nudges: Evidence from the Field**  
(With N. Goyal , A. Okuno and D. Singhvi)

**Design of Resale Platforms**  
(With I. Morgenstern, D. Saban and D. Singhvi)

**A Data-Driven Approach to Improving Artisans’ Productivity in Distributed Supply Chains**

(with D. Singhvi and X. Zhang)

- *Third Place*, INFORMS Service Science Student Paper Competition (Zhang, 2023).
- *First Place*, POMS Sustainable Operations Student Paper Competition (Zhang, 2023).
- *Finalist*, POMS Service Operations Student Paper Competition (Zhang, 2023).
- MSOM Sustainable Operations SIG Conference (2023).

**Improving Cash Constrained Smallholder Farmers’ Welfare: The Role of Government Storage and Loan Policies**

(with K. Pay and Y. Zheng)

- MSOM Sustainable Operations SIG Conference (2022)

**Online Learning with Sample Selection Bias**

(with D. Singhvi)

Major Revision at *Operations Research*  
–*Spotlight Presentation*, INFORMS Revenue Management and Pricing Conference (2022).

**Buying Cheap: Brand Switching During Economic Distress and Its Disparate Impact on Consumers**

Major Revision at *Manufacturing & Service Operations Management*  
(with S. Dutta and D. Singhvi)

**Improving Farmers' Income on Online Agri-platforms: Evidence from the Field**

(with R. Levi, M. Rajan and Y. Zheng)

Minor Revision at *Manufacturing & Service Operations Management*

–*First Place*, MSOM Practice-Based Research Competition (2023).

–*First Place*, POMS Applied Research Challenge (2021).

–*First Place*, INFORMS Public Sector Operations Research Best Paper Award (2020).

–*First Place*, POMS Behavioral OM Junior Scholar Paper Competition (2020).

–*First Place*, POMS Supply Chain Management Student Paper Competition (2020).

–*First Place*, Doing Good With Good OR Competition (2019).

– MSOM Sustainable Operations SIG Conference (2019)

**Artificial Shortage in Agricultural Supply Chains**

(with R. Levi and Y. Zheng)

*Manufacturing & Service Operations Management*, vol. 24, no. 2, 2022

–*First Place*, POMS Sustainable Operations Student Paper Competition (2019)

**Economically Motivated Adulteration in Farming Supply Chains**

(with R. Levi and Y. Zheng)

*Management Science*, vol. 66, no. 1, 2020.

– MSOM Sustainable Operations SIG Conference (2018)

**The Impact of Unifying Agricultural Wholesale Markets on Prices and Farmers' Profitability**

(with R. Levi, M. Rajan and Y. Zheng)

*Proceedings of the National Academy of Sciences*, vol. 117, no. 5, 2020

–*First Place*, MSOM Responsible Research Award (2020).

–*First Place*, POMS Sustainable Operations Student Paper Competition (2020).

–*People's Choice Award*, Early Career Sustainable OM Workshop (2020)

**A Path to Resiliency: Mitigating the Impacts of COVID-19 on Essential Medicine Supply Chains**

(with A. McDonnell, E. Pisani K. Chalkidou and P. Yadav)

*CGD Policy Paper 213*, June, 2021.

**Predicting Bike Usage for New York City's Bike Sharing System**

(with D. Singhvi, P. Frazier, S. Henderson, E. Mahony, D. Shmoys and D. Woodard)

*AAAI Workshop on Computational Sustainability*, 2015.

MEDIA COVERAGE **How Can Discount Brands Stay Discounted?**

(by Tyler Burke)

*Chicago Booth Review*, September 14, 2023.

OTHER ARTICLES **Data Shows Govt Farm Laws Much Needed, Will Work Better with Warehouses and Transport Reforms**

(with K. Javaji)  
*The Print*, February 3, 2021, Op-ed.

- INVITED TALKS
- Indian Institute of Management, Ahmedabad (07/2023)
  - Indian Institute of Management, Udaipur (12/2022)
  - Duke University, Fuqua School of Business (11/2022)
  - Microsoft Research, Research for Industry Seminar Series (07/2022)
  - UC Irvine, Paul Meagre School of Business (11/2021)
  - Cornell Tech, Operations Research & Information Engineering (02/2020)
  - Cornell University, Operations Research & Information Engineering (02/2020)
  - Columbia University, Columbia Business School (02/2020)
  - Stanford University, Graduate School of Business (01/2020)
  - UC Berkeley, Industrial Engineering & Operations Research (01/2020)
  - UC Berkeley, Haas School of Business (01/2020)
  - University of British Columbia, Sauder School of Business (01/2020)
  - London Business School (01/2020)
  - Dartmouth College, Tuck School of Business (01/2020)
  - University of Southern California, Marshall School of Business (01/2020)
  - UCLA, Anderson School of Management (01/2020)
  - National University of Singapore, NUS Business School (11/2019)
- INVITED CONFERENCES/WORKSHOPS
- MSOM Conference (2017-Present)
  - INFORMS Annual Conference (2016-Present)
  - POMS Annual Conference (2018-Present)
  - Early Career Sustainable OM Workshop (2020, 2023)
  - Stanford OIT and Sustainability Conference (2023)
  - Marketplace Innovation Workshop (2022)
  - ACM Conference on Equity and Access in Algorithms, Mechanisms, and Optimization (2021)
- STUDENT MENTORSHIP
- Ilan Morgenstern (2021-Present)  
Stanford GSB PhD Student, Co-authored job market paper
  - Xinyu Zhang (2021-Present)  
NYU Stern PhD Student, Co-advised with Divya Singhvi
  - Alex Akira Okuno (2022-Present)  
NYU Stern PhD Student, Co-advised with Divya Singhvi
  - Harshvardhan Jakher (2022-Present)  
IIT Mumbai Undergraduate Student
  - Astha Jakher (2021-2022)  
IIT Kharagpur Undergraduate Student, Co-advised with Prashant Yadav
- TEACHING EXPERIENCE
- USC Marshall School of Business**  
Instructor, Introduction to Operations Management- Undergraduate Core 2021, 2022
- UPenn Wharton School of Business**  
Guest Lecture, PhD Reading Course 2023
- NYU Stern School of Business**  
Guest Lecture, PhD Reading Course 2022
- Stanford University**  
Guest Lecture, Introduction to Operations Management- Undergraduate 2020, 2021

### **Massachusetts Institute of Technology**

TA, Introduction to Operations Management- Executive MBA Summer 2018  
Mentor, MBAn Capstone Project Spring 2018  
TA, Healthcare Lab: Introduction to Healthcare Delivery in the US Fall 2017

### **Cornell University**

TA, Intro to Engineering Stochastic Processes Spring 2015  
Tutor, Calculus I Summer 2014  
Facilitator, Academic Excellence Workshop, Calculus for Engineers Fall 2012

### WORK EXPERIENCE

Strategy & Analysis Intern, *Ernst & Young LLP* Spring 2014

### UNIVERSITY SERVICE

- ❑ Member, Operations Management Tenure-Track Hiring Committee 2021-Present  
*Participated in vetting and interviewing candidates for fly-outs and on-campus interviews.*
- ❑ Co-organizer, Data Science and Operations Seminar Series 2021-Present  
*Invited visiting faculty to present research in departmental seminar. Coordinated all logistical aspects of visits and curated yearly speaker series.*
- ❑ Member, Operations Management Group PhD Committee 2022-Present  
*Wrote parts of the the optimization screening exam. Served on PhD admissions committee, including reviewing applications and interviewing candidates, presented at PhD Visit Days event.*
- ❑ Co-Organizer, So-Cal OR/OM Day 2023  
*Co-organized a one-day, single-track conference with approximately 40 attendees from USC, UCLA Anderson and UC Irvine to showcasing junior faculty and PhD research in operations research and operations management.*
- ❑ DSO Representative, USC Marshall Commencement 2023

### ACADEMIC SERVICE

- ❑ Invited Speaker, Panel Discussion on Practice-based Research for Social Good, Mechanism Design for Social Good and ACM EAAMO Junior Faculty Network (2023)
- ❑ Reviewer for Management Science, Manufacturing & Service Operations Management, Operations Research, Production and Operations Management, European Journal of Operational Research
- ❑ Judge for Sustainable OM SIG Conference (2022, 2023), Supply Chain OM SIG Conference (2022), POMS College of Sustainable Operations Student Paper Competition (2022, 2023), MSOM Student Best Paper Competition (2021), INFORMS Poster Competition (2020)
- ❑ Co-Chair for 2021 INFORMS PSOR Best Paper Competition
- ❑ Program Committee Member, ACM Conference on Equity and Access in Algorithms, Mechanisms, and Optimization (EAAMO '21, EAAMO '22, EAAMO '23)
- ❑ Session Organizer at POMS Annual Meetings (2018-2023), INFORMS Annual Meeting (2018-2023)