Arturo Estrada Rodriguez

arturo.rodriguez.18@ucl.ac.uk | https://arturoestrada.github.io | www.linkedin.com/in/arturo-estrada-rodriguez

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

EDUCATION

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

RESEARCH INTERESTS

Behavioral Operations Management: I study how persuasion, deception, and lying behavior from both managers and customers impact the performance of service systems. I employ game-theoretic models and design lab experiments to analyze decision making and human behavior data. My research derives insights and nuanced strategies to design and implement optimal operational policies in response to deceptive behavioral tendencies.

Methodology: Queueing Theory, Game Theory, Experiments, Data Analysis.

WORKING PAPERS AND WORK IN PROGRESS

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*.

JOURNAL PUBLICATIONS

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.

OTHER PUBLICATIONS (CONFERENCE PAPERS)

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

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

PROFESSIONAL ACTIVITIES

2017 – 2018	**Junior Research Fellow** Research Group on Industrial Engineering, Logistics and Service Operations (CELS), University of Bergamo (Italy).
2017 – 2018	**Organiser** IFAC Symposium on Information Control Problems in Manufacturing (INCOM 2018), University of Bergamo (Italy).
2016 – 2017	**Visiting Research Fellow** Research Group on Industrial Engineering, Logistics and Service Operations (CELS), University of Bergamo (Italy).
2015 – 2016	**Internship: Industrial Engineer** GlaxoSmithKline GSK Pharmaceutical Plant (Mexico).
Ad hoc Reviewer:	International Journal of Production Economics.
Presentations:	2023 – MSOM 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.
Doctoral Programs:	2023 – Behavioral Operations Management Sumer Institute, Harvard Business School, Boston (United States).

LANGUAGES

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

IT SKILLS

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

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

OTHER

I hold a double nationality: Mexican and Portuguese.