

## Rouba Ibrahim

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CONTACT INFORMATION School of Management at University College London  
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ACADEMIC POSITIONS **University College London, School of Management**  
2021- Head, Operations & Technology Group  
2020- Professor  
2016-2020 Associate Professor  
2012-2016 Assistant Professor

EDUCATION **Columbia University**  
2010 Ph.D., Operations Research  
**Stony Brook University**  
2004 M.S., Applied Mathematics and Statistics  
**American University of Beirut**  
2002 B.S., Mathematics

RESEARCH INTERESTS *Methodology:* Queueing theory; stochastic modelling; data analytics.  
*Application areas:* Service operations; healthcare; sharing economy.

JOURNAL PUBLICATIONS

1. Ravid, Y., R. Ibrahim, J. Hu, K. Pasupathy, D. Nestler, V. Sarhangian, and P. Afeche. Predicting Left-Without-Being-Seen in an Emergency Department as a Dynamic Risk. *American Journal of Emergency Medicine*, 98, 2025, pp. 239-244.
2. Dong, J. and R. Ibrahim. Shortest-Job-First Scheduling in Many-Server Queues with Impatient Customers and Noisy Service-Time Estimates. *Operations Research*, 73(6), 2025, pp. 3139-3155..
3. Estrada, A., Ibrahim, R. and D. Zhan. On Customer (Dis)honesty in Priority Queues: The Role of Lying Aversion. *Management Science*, 71(1), 2025, pp. 844-860.
  - Second place, 2021 Behavioral Operations Management Best Working paper
  - Finalist, 2021 Service Science IBM Best Student Paper (A. Estrada)
4. Momesso, T., B. Gokpinar, R. Ibrahim, and A. Boyle. The Effect of Removing the Four-Hour Access Standard in the ED: A Retrospective Observational Study. *Emergency Medicine Journal*, 40, 2023, pp. 630-635.
5. Ibrahim, R. Personalized Scheduling in Service Systems. *Queueing Systems: 100 Views on Queueing (SI)*, 100, 2022, pp. 445-447.
6. Dong, J. and R. Ibrahim. On the SRPT Scheduling Discipline in Many-Server Queues with Impatient Customers. *Management Science*, 67(12), 2021, pp. 7291-7950.

7. Ibrahim, R., Kim, S. and J. Tong. Eliciting Human Judgment for Prediction Algorithms. *Management Science*, 67(4), 2021, pp. 1993-2656.
8. Bassamboo, A. and R. Ibrahim. A General Framework to Compare Announcement Accuracy: Static vs. LES-based Announcement. *Management Science*, 67(7), 2021, pp. 3985-4642.
9. Dong, J. and R. Ibrahim. Managing Supply in the On-Demand Economy: Flexible Workers, Full-Time Employees, or Both? *Operations Research*, 68(4), 2020, pp. 965-1284.
10. Ibrahim, R. and S. Kim. Is Expert Input Valuable? The Case of Predicting Surgery Duration. *Seoul Journal of Business*, 25(2), 2019, pp. 1-34.
11. Ibrahim, R. Sharing Delay Information in Service Systems: A Literature Survey. *Queueing Systems*, 89(1-2), 2018, pp. 49-79.
12. Ibrahim, R. Managing Queueing Systems where Capacity is Random and Customers are Impatient. *Production and Operations Management*, 27(2), 2018, pp. 207-383.
  - Honorable mention, 2015 Informs JFIG paper competition
13. Ibrahim, R., Armony, M. and A. Bassamboo. Does the Past Predict the Future? The Case of Delay Announcements in Service Systems. *Management Science*, 63(6), 2017, pp. 1762-1780.
14. Ibrahim, R., Ye, H., L'Ecuyer, P. and H. Shen. Modeling and Forecasting Call Center Arrivals: A Literature Survey and a Case Study. *The International Journal of Forecasting*, 32(3), 2016, pp. 865-874.
15. Ibrahim, R., Kucukyazici, B., Verter, V., Gendreau, M. and M. Bolstein. Designing Individualized Treatment: An Application to Anticoagulation Therapy. *Production and Operations Management*, 25(5), 2016, pp. 902-918.
16. Ibrahim, R., L'Ecuyer, P., Shen, H. and M. Thiongane. Inter-Dependent, Heterogeneous, and Time-Varying Service-Time Distributions in Call Centers. *The European Journal of Operational Research*, 250(2), 2016, pp. 480-492.
17. Ibrahim, R. and P. L'Ecuyer. Forecasting Call Center Arrivals: Fixed-Effects, Mixed-Effects, and Bivariate Models. *Manufacturing and Service Operations Management*, 15(1), 2013, pp. 72-85.
18. Ibrahim, R. and W. Whitt. Wait-Time Predictors for Customer Service Systems with Time-Varying Demand and Capacity. *Operations Research*, 59(5), 2011, pp. 1106-1118.
19. Ibrahim, R. and W. Whitt. Real-Time Delay Estimation Based on Delay History with Time-Varying Arrivals. *Production and Operations Management*, 20(5), 2011, pp. 654-667.
20. Ibrahim, R. and W. Whitt. Real-Time Delay Estimation in Overloaded Multiserver Queues with Abandonment. *Management Science*, 55(10), 2009, pp. 1729-1742.
21. Ibrahim, R. and W. Whitt. Real-Time Delay Estimation Based on Delay History. *Manufacturing and Service Operations Management*, 11(3), 2009, pp. 397-415.

REFEREED  
PROCEEDINGS  
AND BOOK  
CHAPTERS

22. Ibrahim, R. On Queues with a Random Capacity: Theory and Application. In: Hu M. (eds) *Sharing Economy*, Springer Series in Supply Chain Management, 6, 2019, pp. 279-316.
23. Ibrahim, R., L'Ecuyer, P., Regnard, N. and H. Shen. On the Modeling and Forecasting of Call Center Arrivals. *Proceedings of the Winter Simulation Conference*, 2012, pp. 23–35.
24. Ibrahim, R. and W. Whitt. Delay Predictors for Customer Service Systems with Time-Varying Parameters. *Proceedings of the Winter Simulation Conference*, 2010, pp. 2375–2386.
25. Ibrahim, R. and W. Whitt. Real-Time Delay Estimation in Call Centers. *Proceedings of the 40th Winter Simulation Conference*, 2008, pp. 2876–2883.

UNDER  
REVIEW

26. Liu, A., Dong, J. and R. Ibrahim. Fair and Efficient Scheduling with Stratified No-Show Prediction.
27. Estrada, A., Ibrahim, R. and M. Kremer. Credibility and Effectiveness of Information Design in Service Operations. Major revision at *Management Science*.
28. Tuncalp, F., Ibrahim, R., Kim, S-H., and J. Tong. When Should Doctors and Patients Use Shared Decision-Making Under Bounded Rationality? Minor revision at *Manufacturing and Service Operations Management*.
29. Afeche, P., Hu, J., Ibrahim, R. and V. Sarhangian. The Effects of Information Granularity on Abandonment and Congestion in Non-Stationary Priority Queues. Minor revision at *Management Science*.

PROFESSIONAL  
ACTIVITIES

- **Area editor**  
2024– *Operations Research (Operations and Supply Chains)*
- **Associate editor**  
2022– *Queueing Systems*  
2019–2024 *Manufacturing and Service Operations Management*  
2018–2024 *IISE Transactions (Stochastic Modelling)*  
2018–2024 *Operations Research (Stochastic Models; Operations and Supply Chains)*  
2017– *Management Science (Stochastic Models and Simulation)*
- **Guest editor**  
2023 *Queueing Systems: SI on Queues in Operations Management*
- **Organizing committees**  
2025 Young European Queueing Theorists workshop, Eurandom, Eindhoven, The Netherlands (with Izzy Groszof and Fiona Sloothaak)  
2024-2026 SNAPP seminar advisory committee (member)  
2024-2026 European Technology & Operations Management (TOM) seminar series (with Anna Saez de Tejada Cuenca, Spyros Zoumpoulis, and Alex Yang)

- 2024 Stochastic Networks conference (Stockholm, Sweden)
- 2023 Applied Probability Society conference (Nancy, France)
- 2022-2023 SNAPP seminar series (with Chang-Han Rhee, Seva Shneer, Kuang Xu, and Yuan Zhong)
- 2022 Service Management SIG workshop, MSOM, TU Munich, Germany (with Jing Dong)
- 2020 MSOM Service Operations Track, INFORMS, Maryland, USA (with Jing Dong)
- 2018 Service Management SIG workshop, MSOM, University of Texas at Dallas, USA (with Ming Hu)
- 2018 StochMod, conference of the EURO working group on stochastic modeling, Lancaster, U.K. (with Peter Jacko)
- 2016 Applied Probability Society cluster, INFORMS, Nashville, USA (with David Goldberg)
- 2015 9th Young European Queueing Theorists workshop, Eurandom, Eindhoven, The Netherlands (with Fabio Cecchi and Florian Simatos)
- **Professional society roles**
  - 2023-2025 Service Management Special Interest Group Chair for the MSOM Society
  - 2023-2027 INFORMS publications committee (member)
  - 2019-2020 MSOM Society (secretary/ treasurer)
  - 2015-2017 Applied Probability Society council (member)
- **Ad-hoc referee**
  - Operations Research, Management Science (Distinguished service award 2014, 2018), Manufacturing and Service Operations Management (Meritorious service award 2017), Production and Operations Management, etc.

INVITED TALKS  
AT ACADEMIC  
INSTITUTIONS

- 2026 (invited) Nova SBE (Lisbon), University of Luxembourg (Economics & Management), University of Miami (Herbert Business School), Eurandom (40 years of QUESTA workshop), INFORMS Service Science Online Forum.
- 2025 Bristol University, INSEAD (TOM), University of Michigan (Ross), Stanford (GSB), Berkeley (Haas), HEC (IS&OM), 2nd London Operations Research Day (Oxford University), London Business School (discussant at MSOM Service SIG).
- 2024 Carnegie Mellon University (Tepper), Royal Statistical Society (workshop on Queues and Applications), Durham (Business school), Data-Driven Queueing Challenges conference (Eurandom).
- 2023 University of Bath (School of Management), University of Bristol (Mathematics), Imperial College London (Business School), Oxford (Said).
- 2022 Chinese University of Hong Kong (DSE), VU Amsterdam (Mathematics), University of Western Ontario (Ivey), Cornell University (Stochastic Networks conference), UCLA (Anderson), Johns Hopkins University (Carey), Data-Driven Queueing Challenges II (multi-continent online workshop).
- 2021 University of Toronto (Rotman), University of Luxembourg (Economics & Management), CUNY (Baruch College), European TOM Seminar Series, Indiana University (Kelley, discussant at MSOM Service SIG)

2020 Birkbeck, University of London (Maths & Stats)

2019 Imperial College London (Business School)

2018 MIT (Sloan), University of Texas at Austin (OR & IE), University of Southern California (Marshall), Stanford (GSB)

2017 Lancaster University (Management School), University of Edinburgh (Mathematics), Columbia University (IEOR, Applied Probability Day), University of Chicago (Booth), Indiana University (Kelley), University of Illinois at Urbana Champaign (College of Business), University of North Carolina at Chapel Hill (Kenan-Flagler, discussant at MSOM Service SIG)

2016 Durham University (Business School), Frankfurt School of Finance and Management, Oxford University (Said), London Business School, Northwestern University (Kellogg), University of Manchester (Mathematics)

2014 Eindhoven University of Technology (YEQT Workshop)

2013 Vrije Universiteit Amsterdam (Mathematics)

2012 University of Alberta (School of Business), University of Groningen (Faculty of Economics and Business), Erasmus University (Rotterdam School of Management), Vrije Universiteit Amsterdam (Mathematics), Delft University (Applied Mathematics), London Business School, City University London (Cass), University College London (Management Science & Innovation )

2010 University of Michigan (Ross), University of Rochester (Simon)

2009 University of Montreal, The George Washington University (School of Business), University of British Columbia (Sauder)

KEYNOTE PRESENTATIONS

2027 ASCI Hong Kong conference, Guangdong, China.

2026 StochMod conference, Amsterdam, The Netherlands.

2024 New2OR conference, London, U.K.

2024 Dutch conference on the Mathematics of Operations Research, Soesterberg, The Netherlands.

2023 CORS Virtual Micro-Event, Canadian Operations Research Society.

TEACHING

**London Business School (as Guest Lecturer)**  
Operations Management (MBA, core course)

**University College London**  
Mathematical Foundations of Management (undergraduate)  
Stochastic Modelling (Ph.D.)

**Columbia University**  
Probability (undergraduate)

**Stony Brook University**  
Precalculus (undergraduate)

SUPERVISION

**Doctoral students**  
Yamin Sarhaddi (co-supervisor: Kenan Arifoglu, 2025 - )  
Tomas Momesso (co-supervisor: Bilal Gokpinar, 2020 - 2026)  
Arturo Estrada (co-supervisor: Dongyuan Zhan, 2018 - 2024)

**Postdoctoral students**  
Feray Tuncalp (co-supervisors: Song-Hee Kim and Jordan Tong, 2021 - 2024)

Junqi Hu (co-supervisors: Philipp Afeche and Vahid Sarhangian, 2020 - 2024)

**PhD committees**

Ioannis Fragkos (UCL School of Management), Ryan Palmer (UCL, Mathematics), Wenyi Qin (Edinburgh, Mathematics), Xiaojia Guo (UCL School of Management), Sidika Tunc (UCL School of Management), Amalia Gjerloev (UCL, Mathematics), Naireet Ghosh (LBS), Alyssa Liu (NYU).

PATENTS		“Method for predicting call waiting times.” 2012. US Patent 8,311,208 (with P. Tendick).
INTERNAL SERVICE (AT UCL)	2021–2016	Head, Operations & Technology Group O&T area reading group organizer
	2015-2020	Seminar series organizer
	2012–2013	Coordinator of the Management Science program (Mathematics track) Departmental representative for Integrated Engineering Program (IEP)
PREVIOUS POSITIONS	2011	McGill University, postdoctoral fellow (NSERC CREATE Program)
	2010–2011	Bell Canada, consultant
	2010	University of Montreal, postdoctoral fellow (with P. L’Ecuyer)
	2009	Avaya Research Labs, research scientist, Data Analysis department
	2007	Deutsche Bank, summer associate, Global Markets