

Rouba Ibrahim

CONTACT INFORMATION School of Management at University College London
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ACADEMIC POSITIONS **University College London, School of Management**
2012–2016 Assistant Professor
2016–2020 Associate Professor
2020– Professor

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

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

- JOURNAL PUBLICATIONS
1. Ibrahim, R. and W. Whitt. Real-Time Delay Estimation Based on Delay History. *Manufacturing and Service Operations Management*, 11(3), 2009, pp. 397–415.
 2. Ibrahim, R. and W. Whitt. Real-Time Delay Estimation in Overloaded Multiserver Queues with Abandonment. *Management Science*, 55(10), 2009, pp. 1729–1742.
 3. 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.
 4. 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.
 5. 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.
 6. 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.
 7. 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.

8. 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.
9. 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.
10. 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
11. Ibrahim, R. Sharing Delay Information in Service Systems: A Literature Survey. *Queueing Systems*, 89(1-2), 2018, pp. 49–79.
12. 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.
13. 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.
14. 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.
15. Ibrahim, R., Kim, S. and J. Tong. Eliciting Human Judgment for Prediction Algorithms. *Management Science*, 67(4), 2021, pp. 1993–2656.
16. Dong, J. and R. Ibrahim. On the SRPT Scheduling Discipline in Many-Server Queues with Impatient Customers. *Management Science*, forthcoming.
17. Ibrahim, R. Personalized Scheduling in Service Systems. *Queueing Systems: 100 Views on Queueing (SI)*, forthcoming.

REFEREED
PROCEEDINGS
AND BOOK
CHAPTERS

18. Ibrahim, R. and W. Whitt. Real-Time Delay Estimation in Call Centers. *Proceedings of the 40th Winter Simulation Conference*, 2008, pp. 2876–2883.
19. 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.
20. 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.
21. 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.

UNDER
REVIEW

22. Estrada, A., Ibrahim, R. and D. Zhan. On Customer (Dis)honesty in Priority Queues: The Role of Lying Aversion.
 - Second place, 2021 Behavioral Operations Management Best Working paper
 - Finalist, 2021 Service Science IBM Best Student Paper (A. Estrada)

PROFESSIONAL
ACTIVITIES

- **Associate editor**
 - 2017– *Management Science (Stochastic Models and Simulation)*
 - 2018– *Operations Research (Stochastic Models, Operations and Supply Chain Management)*
 - 2018– *IISE Transactions (Stochastic Modelling)*
 - 2019- *Manufacturing and Service Operations Management*
- **Conference organizer**
 - 2015 9th Young European Queueing Theorists workshop, Eurandom, Eindhoven, The Netherlands (with Fabio Cecchi and Florian Simatos)
 - 2016 Applied Probability Society cluster, INFORMS, Nashville, USA (with David Goldberg)
 - 2018 StochMod, conference of the EURO working group on stochastic modeling, Lancaster, U.K. (with Peter Jacko)
 - 2018 Service Management SIG workshop, MSOM, University of Texas at Dallas, USA (with Ming Hu)
 - 2020 MSOM Service Operations Track, INFORMS, Maryland, USA (with Jing Dong)
 - 2022 Service Management SIG workshop, MSOM, TU Munich, Germany (with Jing Dong)
- **Society officer**
 - 2015-2017 Applied Probability Society council (member)
 - 2019-2020 MSOM Society (secretary/ treasurer)
- **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

- 2009 University of Montreal, The George Washington University (School of Business), University of British Columbia (Sauder)
- 2010 University of Michigan (Ross), University of Rochester (Simon)
- 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)
- 2013 Vrije Universiteit Amsterdam (Mathematics)
- 2014 Eindhoven University of Technology (YEQT Workshop)
- 2016 Durham University (Business School), Frankfurt School of Finance and Management, Oxford University (Said), London Business School, Northwestern University (Kellogg), University of Manchester (Mathematics)

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)
2018	MIT (Sloan), University of Texas at Austin (OR & IE), University of Southern California (Marshall), Stanford (GSB)
2019	Imperial College London (Business School)
2020	Birkbeck, University of London (Maths & Stats)
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)
2022	Chinese University of Hong Kong (DSE), VU Amsterdam (Mathematics), University of Western Ontario (Ivey)

TEACHING

Stony Brook University

Precalculus (undergraduate)

Columbia University

Probability (undergraduate)

University College London

Mathematical Foundations of Management (undergraduate)

Stochastic Modelling (Ph.D.)

London Business School (as Guest Lecturer)

Operations Management (MBA, core course)

PATENTS

“Method for predicting call waiting times.” 2012. US Patent 8,311,208 (with P. Tendick).

INTERNAL
SERVICE
(AT UCL)

2012–2013	Coordinator of the Management Science program (Mathematics track) Departmental representative for Integrated Engineering Program (IEP)
2013	Internal examiner, PhD of Ioannis Fragkos
2015–2020	Seminar series organizer
2016	OM area reading group organizer
2018	Internal examiner, PhD of Ryan Palmer
2020	Internal examiner, PhD of Xiaojia Guo
2021-	Head, Operations & Technology Group

PREVIOUS
POSITIONS

2007	Deutsche Bank, summer associate, Global Markets
2009	Avaya Research Labs, research scientist, Data Analysis department
2010–2011	Bell Canada, consultant
2010	University of Montreal, postdoctoral fellow (with P. L’Ecuyer)
2011	McGill University, postdoctoral fellow (NSERC CREATE Program)