

Academic Employment

Assistant Professor of Operations Management, [HEC Paris](#), France

Jul 2018 -

Education

[INSEAD](#), Fontainebleau, France

- Ph.D. in Management (Technology and Operations Management)

Exp. Jun 2018

- M.Sc. in Management (Technology and Operations Management)

Jun 2014

[Moscow Institute of Physics and Technology](#), Moscow, Russia

- M.Sc. in Applied Mathematics and Physics

Jun 2012

- B.Sc. in Applied Mathematics and Physics

Jun 2010

Research and Teaching Interests

Research: social operations management; social information management; retailing on social networks; information systems; reputations; privacy; social platforms and marketplaces

Teaching: core operations management, business model innovation, social operations management

Refereed Publications/Articles under Review

- **Impact of Workforce Flexibility on Customer Satisfaction: Empirical Framework & Evidence from a Cleaning Services Platform**

with Ekaterina Astashkina and Marat Salikhov, *under review at M&SOM*

- **The Use and Value of Social Network Information in Selective Selling of Exclusive Products**

with Elena Belavina and Karan Girotra, *under minor revision at Management Science* - [SSRN]

» Media Coverage: [Welcome to the Social Media Shopping Mall](#), INSEAD Knowledge

» *Finalist, 2016 IBM Service Science Best Student Paper Award*

- **Strategic Investment in Protection in Networked Systems**

with Matt Leduc, *published at Network Science*, 5(1), March 2017, pp. 108-139 - [Link]

» Selected for presentation at WINE 2015, Amsterdam (The 11th Conference on Web and Internet Economics)

» Published in the proceedings to WINE 2015 - [Link]

Work in Progress

- **Managing Consumer Privacy in Platforms,**

with Itay Fainmesser and Andrea Galeotti

- **Inventory Management for 1% Products,**

with Elena Belavina, preliminary draft is available upon request

- **Locality, Caste and Social Media: Comparing Peer-Effects in Diffusion of Fashion Trends,**

with Elena Belavina and Nitish Jain

Teaching Experience

- **Production and Operations Management MBA Core Course Tutorials, INSEAD** 2014
INSEAD MBA Students split into two groups. 4 sessions x1.5 hours taught for each group. Major subjects covered: process improvement, queueing, and newsvendor models. Professor: Karan Girotra.
Evaluations:
Spring 2014: 4.84/5.00, responses 89/300
Fall 2014: 4.82/5.00, responses 87/308
- **Teaching Assistant, Executive Training Program “Sberbank 500”, INSEAD** 2013-2015
Decision Making Under Uncertainty executive education course for 500 students - executive managers of the biggest Russian bank “Sberbank”. Professor: Ilia Tsetlin.
- **Course Instructor, Math Tutorials PhD Core, INSEAD** 2013
15 PhD students. Introduction to calculus, linear algebra, optimization. 15 sessions, 1.5 hours each.

Selected Invited Talks

- Paris School of Economics, France sched. Feb 2019
- Tuck School of Business, Dartmouth College, USA Jan 2018
- HEC Paris, France Jan 2018
- Leeds School of Business, University of Colorado Boulder, USA Jan 2018
- Smith School of Business, Queen’s University, Canada Jan 2018
- ESMT, Germany Jan 2018
- Frankfurt School of Finance & Management, Germany Dec 2017
- IESE Business School, University of Navarra, Spain Dec 2017
- INSEAD, France Nov 2017

Conference Presentations

- MSOM, Dallas, TX Jul 2018
- INFORMS, Houston, TX Oct 2017
- MSOM, Chapel Hill, NC Jun 2017
- POMS, Seattle, WA May 2017
- INFORMS, Nashville, TN Nov 2016
- WINE, Amsterdam, The Netherlands Dec 2015
- INFORMS, Philadelphia, PA Nov 2015
- MSOM, Toronto, Canada Jun 2015
- INFORMS, San Francisco, CA Nov 2014
- MSOM, Seattle, WA Jun 2014
- INFORMS, Minneapolis, MN Oct 2013

Honors & Awards

- Finalist, IBM Service Science Best Student Paper Award 2016
 - Deans’ Commendation for Excellence in MBA Teaching, INSEAD 2014
- Yearly given to 3 PhD Students, across both campuses in Fontainebleau and Singapore

INSEAD Doctoral Fellowship	2012-2017
MIPT B.Sc. summa cum laude	2010
MIPT Scholarship for Outstanding Academic Achievements	2006-2012
MIPT Academic Council's Scholarship	2006-2007
Ukrainian National Physics, Mathematics Olympiads	2003-2006

Other Experience

Consulting

AKVION Pharmaceutical, Logistics Department, Moscow, Russia

Research Positions

NEQLab, Moscow Institute of Physics and Technology, Moscow, Russia	2009-2012
Graphics and Media Lab, Moscow State University, Moscow, Russia	2011
Institute for Problems in Mechanics RAS, Moscow, Russia	2009-2011
Fermi National Accelerator Laboratory (Fermilab), Chicago, USA	2010

Other Publications

“Comparative study of nonequilibrium plasma generation and plasma-assisted ignition for C 2-hydrocarbons”, I. Kosarev, S. Kindysheva, R. Momot, E. Plastinin, N. Aleksandrov, and A. Starikovskiy, *Combustion and Flame* (2016).

Programming Languages

R · Python · Stan · Mathematica · C/C++ · LaTeX

Languages

Ukrainian (native) · Russian (native) · English (fluent) · French (intermediary)

Other

swimming, skiing, climbing (bouldering), table tennis, yoga, guitar, piano

References

- **Prof. Karan Girotra**
Operations, Technology & Information Management, Cornell Tech & The Cornell SC Johnson College of Business
Technology & Operations Management, INSEAD (Paul Dubrulle Chaired Professor of Sustainable Development)
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- **Prof. Elena Belavina**
Operations Management, Chicago Booth School of Business
elena.belavina@chicagobooth.edu, +1 (773) 834-3038
- **Prof. Serguei Netessine**
Operations, Information and Decisions, The Wharton School, University of Pennsylvania
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