Bio:

Qiuping Yu is an assistant professor of Operations Management and Business Analytics at the Georgia Tech Scheller College of Business. Her broad research interests lie in the areas of service operations. She is particularly interested in exploring how fundamental operational drivers impact consumer and worker behavior, and in turn how firms can use such behavioral insights to improve operational decisions in service systems. Specifically, she has explored how informing customers on anticipated delay and how operational capacity decisions (e.g., staffing, scheduling, and capacity allocations in service networks) shape customer and worker behavior in services, using a broad range of empirical and analytical methodologies (e.g., structural estimation, causal inference, machine learning, and stochastic dynamic programming). For her research, she has collaborated with ride-sharing platforms, freight matching platforms, call centers, restaurant chains, and fashion retailers.

Her research has been published in journals such as Management Science and Harvard Business Review, and has been recognized by INFORMS Service Science Best Paper Award, DiDi Research Grant Award, Columbia University & China Business Initiative Best Paper Award, and Wharton Customer Analytics Institute (WCAI) Data Grant Award. Her research has also been featured by various media outlets including Harvard Business Review, KCBS News Radio San Francisco (live interview), INFORMS News and INFORMS Resoundingly Human Podcast (featured guest).

Yu earned her Ph.D. in Operations Research and M.A. in Economics from Northwestern University. She taught at Kelley School of Business, Indiana University before joining Scheller at Georgia Tech.