

# 조수행

(phone: 010-2652-4316, email: [soohaeng@gmail.com](mailto:soohaeng@gmail.com), web: <http://www.tepper.cmu.edu/soo-haeng-cho>)

## 학력

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<b>UCLA Anderson School of Management</b> <i>Ph.D., Decisions, Operations and Technology Management (경영학 박사)</i>	Los Angeles, CA 2008
<b>Massachusetts Institute of Technology (MIT)</b> <i>M.S., Mechanical Engineering (기계공학 석사)</i>	Boston, MA 2001
<b>Seoul National University (서울대)</b> <i>B.S., Aerospace &amp; Mechanical Engineering (기계항공공학 학사)</i>	Seoul, Korea 1999

## 주요 경력

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<b>Carnegie Mellon University, Tepper School of Business (카네기 멜론대, 경영대학)</b> <i>IBM Professor of Operations Management &amp; Strategy (석좌교수)</i> <i>Professor (정교수) 2020-2022, Associate Professor (부교수) 2014-2020, Assistance Professor (조교수) 2008-2014</i>	Pittsburgh, PA 2022-현재
<b>Storelink, Inc. (스토어링크)</b> <i>Senior Advisor (고문)</i>	Seoul, Korea 2021-2025
<b>KAIST 경영대학</b> <i>Distinguished Visiting Scholar (석학 방문교수)</i>	Seoul, Korea 2022.06
<b>Arthur D. Little (아서 드 리틀)</b> <i>Consultant, Associate Consultant, Research Associate (컨설턴트)</i>	Seoul, Korea 2001-2003
<b>4th QM Detachment (Airborne), U.S. Army</b> <i>Korean Augmentation to the U.S. Army (카투사 복무)</i>	Pusan, Korea 1996-1998

## 컨설팅

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- 국내 기업: 삼성 그룹 (최고경영자 과정), CJ 그룹, 하이닉스, 현대오일뱅크, 현대석유화학, 보건복지부, 벤처기업들 (스토어링크, 모젯, 니트젠), 등
- 해외 기업: Amazon.com, The Carlyle Group, CDP Capital, Happy Returns (Paypal Company), Paper Source, University of Pittsburgh Medical Center (UPMC), Medrad, Cytoc Corporation, etc.

## 연구 분야

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경영과학: AI & 데이터 사이언스, 게임 이론, 최적화이론을 경영학의 문제 (특히, 소매, 공급망관리, 기술혁신, ESG, 산업 경쟁 등)에 적용

## 주요 수상

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- INFORMS (Institute for Operations Research and the Management Sciences) Management Science Journal 의 Data Science, Healthcare Management, Operations Management, and Revenue Management & Market Analysis 분야 최고논문상 후보 (2024)

- INFORMS M&SOM (Manufacturing & Service Operations Management) Journal 최고논문상 (2022)
- INFORMS TIMES (Technology, Innovation Management and Entrepreneurship Section) 최고논문상 차점자 (2022)
- INFORMS TIMES 최고박사논문상 차점자 (지도학생 Neda Mirzaeian) (2022)
- INFORMS TIMES 최고진행논문상 (2019)
- INFORMS Service Science Section: IBM 최고학생논문상 (지도학생 Neda Mirzaeian) (2019)
- INFORMS TIMES 최고박사논문상 (지도학생 Ersin Korpeoglu) (2016)
- Production & Operations Management Society: Wickham Skinner 젊은 과학자상 차점자 (2015)
- INFORMS Health Applications Society: William Pierskalla 최고논문상 (2014)
- 카네기 멜론대: Lave-Weil 최고연구상 (2013)
- INFORMS MSOM Journal 최고논문상 후보 (2013)
- INFORMS Health Applications Society: William Pierskalla 최고논문상 차점자 (2012)
- INFORMS M&SOM: 최고학생논문상 차점자 (2007)
- ASME (American Society of Mechanical Engineers) Design Theory and Methodology 학회 최고논문상 (2001)
- UCLA 박사논문 장학생 (2007–2008), UCLA 경영대학 박사과정 전액 장학생 (2003–2007)
- MIT 석사과정 전액 장학생 (1999–2001)

## 연구 논문

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31. Leela Nageswaran, Elina Hwang, Soo-Haeng Cho. Offline returns for online retailers via partnership. *Management Science* 71(1) 279-297, 2024.
30. Musa Celdir, Soo-Haeng Cho, Elina Hwang. Popularity bias in online dating platforms: Theory and empirical evidence. *Manufacturing & Service Operations Management* 26(2) 537-553, 2024.
29. Niels Agatz, Soo-Haeng Cho, Hao Sun, Hai Wang. Transportation-enabled services: Concept, framework, and research opportunities. *Service Science* 16(1) 1-21, 2024.
28. Niels Agatz, Soo-Haeng Cho, Hai Wang, Saif Benjaafar. Introduction to the special issue on innovation in transportation-enabled urban services, Part 1. *Service Science* 15(1) 1-2, 2023.
27. Elina Hwang, Leela Nageswaran, Soo-Haeng Cho. Value of online-off-line return partnership to off-line retailers. *Manufacturing & Service Operations Management* 24(3) 1261-1885, 2022.
26. Soo-Haeng Cho, Victor DeMiguel, Woonam Hwang. Cover-up of vehicle defects: the role of regulator investigation announcements. *Management Science* 67(6) 3834-3852, 2021.
25. Neda Mirzaeian, Soo-Haeng Cho, Alan Scheller-Wolf. A queueing model and analysis for autonomous vehicles on highways. *Management Science* 67(5) 2904-2923, 2021.
24. Xin Wang, Soo-Haeng Cho, Alan Scheller-Wolf. Green technology development and adoption: competition, regulation, and uncertainty – a global game approach. *Management Science* 67(1) 201-219, 2021.
23. Laurence Ales, Soo-Haeng Cho, Ersin Körpeoğlu. Innovation tournaments with multiple contributors. *Production and Operations Management* 30(6) 1772-1784, 2021.
22. Gizem Körpeoğlu, Ersin Körpeoğlu, Soo-Haeng Cho. Supply chain competition: a market game approach. *Management Science* 66(12) 5648-5664, 2020.
21. Leela Nageswaran, Soo-Haeng Cho, Alan Scheller-Wolf. Consumer return policies in omnichannel operations. *Management Science* 66(12) 5558-5575, 2020.
20. Xin Fang, Soo-Haeng Cho. Cooperative approaches to managing social responsibility in a market with externalities. *Manufacturing & Service Operations Management* 22(6) 1107-1286, 2020.
19. Soo-Haeng Cho, Xin Fang, Sridhar Tayur, Ying Xu. Combating child labor: incentives and information disclosure in global supply chains. *Manufacturing & Service Operations Management* 21(3) 692-711, 2019.

18. Soo-Haeng Cho, Hui Zhao. Healthcare Supply Chain. Chapter 8 (pages 159-185) in Handbook of Healthcare Analytics: Theoretical Minimum for Conducting 21st Century Research on Healthcare Operations, Tinglong Dai and Sridhar Tayur (eds.), John Wiley & Sons. 2018.
17. Laurence Ales, Soo-Haeng Cho, Ersin Körpeoğlu. Innovation and Crowdsourcing Contests. Chapter 16 (pages 379-406) in Sharing Economy: Making Supply Meet Demand, Ming Hu (eds.), Springer Series in Supply Chain Management. 2018.
16. Ersin Körpeoğlu, Soo-Haeng Cho. Incentives in contests with heterogeneous solvers. *Management Science* 64(6) 2709-2715, 2018.
15. Laurence Ales, Soo-Haeng Cho, Ersin Körpeoğlu. Optimal award scheme in innovation tournaments. *Operations Research* 65(3) 693-702, 2017.
14. Soo-Haeng Cho, Xin Wang. Newsvendor mergers. *Management Science* 63(2) 298-316, 2017.
13. Tinglong Dai, Soo-Haeng Cho, Fuqiang Zhang. Contracting for on-time delivery in the U.S. influenza vaccine supply chain. *Manufacturing & Service Operations Management* 18(3) 332-346, 2016.
12. Soo-Haeng Cho, Xin Fang, Sridhar Tayur. Combating strategic counterfeiters in licit and illicit supply chains. *Manufacturing & Service Operations Management* 17(3) 273-289, 2015.
11. Jaehyung An, Soo-Haeng Cho, Christopher Tang. Aggregating smallholder farmers for alleviating poverty in emerging economies: models and analyses. *Production and Operations Management* 24(9) 1414-1429, 2015.
10. Soo-Haeng Cho, Hoon Jang, Taesik Lee, John Turner. Simultaneous location of trauma centers and helicopters for emergency medical service planning. *Operations Research* 62(4) 751-771, 2014.
9. Soo-Haeng Cho. Horizontal mergers in multitier decentralized supply chains. *Management Science* 60(2) 338-355, 2014.
8. Xin Fang, Soo-Haeng Cho. Stability and endogenous formation of inventory transshipment networks. *Operations Research* 62(6) 1316-1334, 2014.
7. Soo-Haeng Cho, Christopher Tang. Capacity allocation under retail competition: uniform and competitive allocations. *Operations Research* 62(1) 72-80, 2014.
6. Soo-Haeng Cho, Christopher Tang. Advance selling in a supply chain under uncertain supply and demand. *Manufacturing & Service Operations Management* 15(2) 305-319, 2013.
5. John Turner, Ben Peterson, Soo-Haeng Cho, Sunder Kekre, Alan Scheller-Wolf. A large U.S. retailer selects transportation carriers under diesel price uncertainty. *Interfaces* 42(4) 365-379, 2012.
4. Soo-Haeng Cho. The optimal composition of influenza vaccines subject to random production yields. *Manufacturing & Service Operations Management* 12(2) 256-277, 2010.
3. Soo-Haeng Cho, Kevin McCardle. The adoption of multiple dependent technologies. *Operations Research* 57(1) 157-169, 2009.
2. Soo-Haeng Cho, Kevin McCardle, Christopher Tang. Optimal pricing and rebate strategies in a two-level supply chain. *Production and Operations Management* 18(4) 426-446, 2009.
1. Soo-Haeng Cho, Steven Eppinger. A simulation-based process model for managing complex design projects. *IEEE Transactions on Engineering Management* 52(3) 316-328, 2005.

## 카네기멜론대 교육 경력

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- MBA 과정: 운영전략 (2011-), 운영관리 (2019-), Fundamentals of Business (2022-)
- 박사 과정: Dynamic Programming (2008, 2010, 2012, 2014), Innovative & Sustainable Operations (2016, 2020, 2022)
  - 박사논문 Committee Chair: Xin Fang (싱가폴경영대 부교수), Ersin Körpeoğlu (University College London 부교수), Xin Wang (홍콩과기대 조교수), Neda Mirzaeian (UT Dallas 조교수), Musa Celdir (United Airlines, Data Scientist)
  - 박사논문 Committee Member: Tinglong Dai (존스홉킨스대 교수), Leela Nageswaran (워싱턴주립대 조교수), Ying Xu (싱가폴기술디자인대 조교수), Siddharth Singh (University College London 조교수)

- 학사 과정: 운영관리 (2009, 2011, 2013, 2018, 2019)

## 초청 강연

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- 대학 초청 강연:
  - 북미: MIT, Stanford University, University of Chicago, Columbia Business School, University of Michigan, Carnegie Mellon University, Duke University, UC Berkeley, UCLA, Cornell University, Georgia Institute of Technology, Northwestern University, New York University, Georgetown University, UC Irvine, University of Washington, University of Pittsburgh, Penn State University, Boston College, University of North Carolina, UT Dallas, Purdue University, University of Utah, UC Riverside, University of Minnesota, Southern Methodist University, Washington University in St. Louis, University of Miami, Ivey Business School, University of British Columbia, McGill University, Temple University
  - 유럽: London Business School, University College London
  - 아시아: HKUST, Chinese University of Hong Kong, National University of Singapore, KAIST, Korea University, KIST, POSTECH
- 기타 다수의 학회 초청 강연

## 서비스

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### 학술지 및 학회 위원회

- 학술지 공동편집장: *Service Science*, Special Issue on Innovation in Transportation-Enabled Urban Services (2020 – 2024)
- 학술지 편집의원: *Operations Research* (2018–), *Management Science* (2017–), *Manufacturing & Service Operations Management* (2015–2022), *MSOM Special Issue on Responsible Operations and Supply Chain Management* (2017–2019), *Production & Operations Management* (2015–)
- 학술상 위원회장: The William Pierskalla Best Paper Award, INFORMS Health Applications Society (2015)
- 학술상 평가위원: The William Pierskalla Best Paper Award, INFORMS Health Applications Society (2016, 2017, 2020, 2021), INFORMS M&SOM Student Paper Competition (2009–2023), INFORMS Public Sector Operations Research Best Paper Award (2018, 2020), INFORMS TIMES (Technology, Innovation Management and Entrepreneurship Section) Best Paper Award (2021), POMS College of Supply Chain Management Best Student Paper Competition (2011, 2012, 2014, 2015, 2016, 2017, 2018, 2021), POMS College of Healthcare Operations Management Best Paper Competition (2013, 2017)
- 학회 프로그램장: M&SOM Supply Chain SIG conference (2018), M&SOM Sustainable Operations SIG conference (2014), Supply Management Track at the POMS Conference (2012)

### 카네기 멜론대

- 위원장: Tepper School Strategic Recruiting Committee (hiring multiple experienced faculty in the area of AI in Business, Economic Prosperity, and Entrepreneurship) (2024-2025), Tepper Health Care Initiative (2020–), OM Faculty Recruiting Committee (2022-24), Design of a New Healthcare Analytics Concentration in the MBA Program (2020), Edward R. Mosier Scholarship Award Committee (2018–),
- 위원: MBA Curriculum Review Task Force (2021), Policy Committee (2018–), Masters Educational Affairs Committee (2012–), University Committee in Support of Public and Population Health (2021), Tepper Strategic Planning Committee for Experience (2016–2017), etc.

- 평가위원: Tepper Healthcare Case Competition (2021, 2023), Deloitte Supply Chain & Manufacturing Operations National Case Competition (2014), International Operations Case Competition (2010, 2012)