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Ruth Beer

55 Lexington Ave.
New York, NY 10010
ruth.beer@baruch.cuny.edu · ruthybeer.com

Research Interests

Behavioral Operations Management • Technology Management • Human-Algorithm Connection • Process Design • Supply Chain Relations • Project Management • Socially Responsible Operations.

Education

University of Michigan, Stephen M. Ross School of Business 2015
PhD, Operations Management

Universidad Torcuato Di Tella 2007
MBA

Universidad de Buenos Aires 2004
BS/MS, Industrial Engineering

Academic Positions

Zicklin School of Business, Baruch College, CUNY, New York, NY
Associate Professor (with tenure), Operations Management 2024 – Present
Assistant Professor, Operations Management 2020 – 2024

SC Johnson College of Business, Cornell University, Ithaca, NY
Visiting Associate Professor, Operations, Technology, and Information Area Spring 2025

Kelley School of Business, Indiana University, Bloomington, IN
Assistant Professor, Operations and Decision Technologies 2016 – 2020
Acting Assistant Professor, Operations and Decision Technologies 2015 – 2016

Publications

1. Ball, G., R. Beer, R. Parker, G. Urrea, S. Villa. 2026. "Revealing the NHTSA Nudge: Education and Transparency in Automotive Recall Decisions". Accepted at ***Production and Operations Management***.

2. Beer, R., A. Qi, I. Rios. 2026."Behavioral Externalities of Process Automation". ***Management Science*** 72 (1) 575-593.

   - Management Science Featured Article, August 2025.

3. Beer, R., A. Qi. 2024. "To Communicate or Not? Inter-Firm Communication in Collaborative Projects". ***Management Science*** 70 (5) 3225-3244.

4. Beer, R., HS. Ahn, S. Leider. 2022. "The Impact of Decision Rights on Innovation Sharing". ***Management Science*** 68 (11) 7898-7917.

- INFORMS TIMES Featured Paper of the Month, December 2022.

5. Beer, R., HS. Ahn, S. Leider. 2022. "Symbolic Awards in Buyer-Supplier Relations". ***Manufacturing*** & ***Service Operations Management*** 24 (2) 1021-1039.

6. Beer, R., I. Rios, D. Saban. 2021. "Increased Transparency in Procurement: The Role of Peer Effects". ***Management Science*** 67 (12) 7511-7534.

   - Runner up (2nd place), Behavioral Operations Working Paper Competition, 2018.

7. Beer, R., HS. Ahn, S. Leider. 2018. Can Trustworthiness in a Supply Chain be Signaled? ***Management Science*** 64 (9) 3974-3994.

   - Management Science Featured Article, September 2018.

Working Papers & Work in Progress

8. "Team Building and Incentive Schemes in Collaborative Projects", with Anyan Qi and Ignacio Rios.

9. "Algorithm Reliance and the Value of Information in Recommendation Systems", with Daniela Saban.

10. "Building Alliances for Corporate Social Responsibility", with Kyle Cattani, Sebastian Villa, and Han Zhang.

11. "Power Asymmetry and Collaboration", with Hyun-Soo Ahn, Anyan Qi, and Wen Zhang.

Teaching Experience

Zicklin School of Business, Baruch College, CUNY

- OPM 3000 Service Operations Management (Undergraduate core) 2024 – Present
- OPM 3730 Business Process Analysis (Undergraduate major) 2020 – Present

CUNY Graduate Center

- ODA 84100 Behavioral Game Theory and Behavioral OM (PhD in ODA) 2023 – Present

S.C. Johnson College of Business, Cornell University

- NRE-5580 Seminar in Behavioral Operations (PhD in OTIM) Spring 2025

Kelley School of Business, Indiana University

- P429 Operations Processes (Undergraduate major) 2016 – 2020
- KD-X572 Applications of Business Analytics (Kelley Direct MBA) Summer 2019
- K635 Experimental Methods in Operations Management (PhD in OM/DS) 2016 – 2018

Stephen M. Ross School of Business, University of Michigan

- WMBA 503 Business Statistics (WMBA core) Summer 2014
- OMS 311 Operations Management (Undergraduate core) Winter 2011

Invited Talks & Conference Presentations

Algorithm Reliance and the Value of Information in Recommendation Systems

- BDRM Conference, Cornell Tech, NY, 2026
- NYC Operations Day, New York, NY, 2026
- INFORMS Annual Conference, Atlanta, GA, 2025
- RMP Conference, Columbia University, NY, 2025
- MSOM Conference, London Business School, London, UK, 2025
- Behavioral Operations Management Conference, KLU, Hamburg, Germany, 2025
- INFORMS Annual Conference, Seattle, WA, 2024
- Workshop in Operations, Networks, and Data Analytics, UTDT, Buenos Aires, Argentina, 2024

Team Building and Incentive Schemes in Collaborative Projects

- Baruch College, Zicklin School of Business, Entrepreneurship Idea Bounce, 2024
- INFORMS Annual Conference, Phoenix, AZ, 2023

Behavioral Externalities of Process Automation

- Tuck School of Business, Dartmouth College, 2024
- University of Texas at Dallas, Center and Laboratory of Behavioral Operations and Economics (LBOE) Seminar, 2024
- Workshop in Operations, Networks, and Data Analytics, UTDT, Buenos Aires, Argentina, 2023
- University of Virginia, Darden School of Business, 2023
- University of Cologne, Germany, 2023
- Manufacturing & Service Operations Management Conference, McGill University, 2023
- Behavioral Operations Management Conference, Johns Hopkins University, 2023
- European Workshop on Market Design, Mannheim, Germany, June 2023
- Cornell University, SC Johnson College of Business, 2023.
- INFORMS Annual Meeting, Indianapolis, IN, 2022.

Monitoring or Disclosure? The Role of Observability in Collaborative Projects

- Manhattan College, CUNY (online), 2021.
- NBS, NTU (online), 2021.
- INFORMS Annual Meeting (online), 2021.
- INFORMS Annual Meeting (online), 2020.
- Behavioral Operations Conference - Eindhoven University of Technology, Netherlands, 2019.
- MSOM Conference - Singapore, 2019.

- POMS Annual Conference - Houston, TX, 2018.

Increased Transparency in Procurement: The Role of Peer Effects

- Zicklin School of Business, Baruch College, CUNY, 2019.
- INFORMS Annual Meeting - Seattle, WA, 2019.
- Johns Hopkins, Carey Business School, 2019.
- Kelley School of Business, ODT brown bag, 2019.
- INFORMS Annual Meeting - Phoenix, AZ, 2018.
- POMS Annual Conference - Houston, TX, 2018.

The Impact of Decision Rights and Long Term Relationships on Innovation Sharing

- INFORMS Annual Meeting - Nashville, TN, 2016.
- POMS Annual Conference - Orlando, FL, 2016.
- INFORMS Annual Meeting - Philadelphia, PA, 2015.
- Behavioral Operations Conference - Cornell University, Ithaca, NY, 2015.
- INFORMS Annual Meeting - San Francisco, CA, 2014.

The Signaling and Incentive Effects of Supplier Awards

- University of Michigan, School of Information BEE & ICD Lab Meeting, 2015
- Queen's University, School of Business, 2015
- Indiana University, Kelley School of Business, 2015
- University of Wisconsin-Madison, School of Business, 2015
- Erasmus University, Rotterdam School of Management, 2015
- University of Cologne, School of Management, Economics and Social Sciences, 2015
- University of Texas at Dallas, Naveen Jindal School of Management, 2015
- Harvard University, Kennedy School of Public Policy, 2015
- INSEAD, 2015
- University College London, 2014
- Cornell University, Johnson School of Business, 2014
- IESE Business School, 2014
- POMS Annual Meeting - Atlanta, GA, 2014.
- INFORMS Annual Meeting - Minneapolis, MN, 2013.
- Behavioral Operations Conference - Young Scholars Workshop - University of Michigan, Ann Arbor, MI, 2013.
- MSOM Conference - INSEAD, Fontainebleau, France, 2013.

Can Trustworthiness in a Supply Chain Be Signaled?

- Trans Atlantic Doctoral Conference - London Business School, London, UK, 2013
- INFORMS Annual Meeting - Phoenix, AZ, 2012
- MSOM Conference - Columbia University, New York, NY, 2012
- Behavioral Operations Conference - University of Maryland, Washington D.C., 2012

- INFORMS Annual Meeting - Charlotte, NC, 2011

Honors and Awards

Zicklin School of Business Dean's Excellence in Teaching Award, 2025

Management Science Meritorious Service Award, 2016, 2019, 2020, 2022, 2023

Manufacturing & Service Operations Management Meritorious Service Award, 2021, 2023, 2024

Management Science Distinguished Service Award, 2017

Trustee Teaching Award, Indiana University (Finalist), 2019

Behavioral Operations Working Paper Competition, 2018 (2nd place)

Richter Fellowship, Stephen M. Ross School of Business, University of Michigan, 2013

Thomas William Leabo Memorial Award, University of Michigan, 2013

Dr. Eric G. Flamholtz Doctoral Scholarship, University of Michigan, 2012

Rackham Travel Grant, University of Michigan, 2012 – 2014

Stephen M. Ross School of Business Fellowship, University of Michigan, 2009 – 2013

University of Buenos Aires, Industrial Engineering, *First in class*, 2004

Research Grants

PSC CUNY Grant, 2021, 2022, 2024, 2025

Kelley School CIBER Grant, Indiana University, 2019

Doctoral Studies Research Grant, Ross School of Business, 2011, 2013, 2014

Rackham Graduate Student Research Grant, University of Michigan, 2011, 2013

Service

External Service

- *President*, INFORMS Behavioral Operations Section, 2021 – 2022
- *Vice-President*, INFORMS Behavioral Operations Section, 2019 – 2020
- *Secretary*, INFORMS Behavioral Operations Section, 2017 – 2018
- *Track Chair*: Empirical Research in Operations Management Track, POMS 2024
- *Cluster Chair*: Behavioral Operations Track, INFORMS 2018
- *Session Chair*: INFORMS 2014, POMS 2016, INFORMS 2016, INFORMS 2017, POMS 2018, INFORMS 2018, POMS 2019, POMS 2020, INFORMS 2023, INFORMS 2024, MSOM Service SIG Day 2025, INFORMS 2025.
- *Committee Chair*: The George B. Dantzig Dissertation Award, INFORMS, 2024
- *Committee Member*: Service SIG Day, 2025
- *Committee Member*: Service Science Best Student Paper Award, 2025
- *Reviewer*: *Management Science*, *Manufacturing & Service Operations Management*, *Production and Operations Management*, *Operations Research*, *Operations Research Letters*, *AEJ Micro*, *JEBO*, NSF (Decision, Risk, and Management Science Program), Behavioral Operations Best Working Paper Award, MSOM Student Paper Competition, PSOR Best Paper Award, TIMES Best Working Paper Award, POMS College of SCM student paper competition, POMS College of BOM student paper competition, POMS College of CSO student paper competition, MSOM SCM SIG, MSOM Service Management SIG.
- *Guest Faculty*, Behavioral Operations Management Summer Institute (BOMSI), University of Wisconsin–Madison, 2025.

- *Panelist*, Behavioral Operations Management Conference YSW, Johns Hopkins University, 2023.
- *Panelist*, Decision Sciences Conference, BOM Workshop (online), 2021.

Service at Baruch College

- Eugene Lang Fellowship Committee Member, Joint Committee on Research 2026
- Excellence in Teaching Committee Member, 2026
- Faculty Hiring Committee Member, 2025 – 2026
- Doctoral Students Recruiting Committee Member, 2020–
- Tenure & Promotion Workshop, Discussion Leader, Spring 2025
- Faculty Advisor, Operations Management Concentrations, 2021 – 2025
- OMEGA Department Seminar Organizer, 2022 – 2023
- Department Secretary, Department of Management, 2021 – 2022
- Committee Member to create MGT 3730 Hybrid, 2020
- Faculty recruiting, 2020–

Service at Indiana University

- Co-Chair, Kelley Behavioral Operations Symposium, Summer 2019
- Guest Lecturer, Business Operations Consulting Workshop
- Faculty Panel, SCOMA
- Judge for Acelor-Mittal student case competition

Doctoral Student Supervision

- Han Zhang (Indiana University), Dissertation Committee Member, 2020
- Andres Jola Sanchez (Indiana University), Dissertation Committee Member, 2018