

Somya Singhvi

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ACADEMIC EMPLOYMENT **USC Marshall School of Business**
Dean's Assistant Professorship in Business Administration 2024-Pres.
Assistant Professor, Data Science and Operations 2021-Pres.

Center for Global Development 2020-2021
Postdoctoral Research Fellow

EDUCATION **Massachusetts Institute of Technology** 2015-2020
PhD in Operations Research
Thesis: *Improving Farmers' and Consumers' Welfare in Agricultural Supply Chains via Data-Driven Analytics and Modeling: From Theory to Practice*

Cornell University 2011-2015
S.B. (Hons.) *magna cum laude* in Operations Research & Engineering
Minor in Applied Mathematics

HONORS AND AWARDS * indicates award was won by a student co-author

1. First Place, Michael H. Rothkopf Junior Researcher Paper Prize (2025*)
"Awarded to the best paper by a junior researcher in the area of Auctions and Market Design, with a particular focus on the use of ORMS techniques in the design or analysis of markets"
2. Finalist, INFORMS Junior Faculty Interest Group (JFIG) Paper Competition (2025)
"In recognition of outstanding research in Operations Research and Management Science (ORMS) among junior faculty"
3. People's Choice Award, Early Career Sustainable OM Workshop×2 (2020, 2024)
"Chosen by attendees of the workshop as top paper in Sustainable Operations Management"
4. MSOM Meritorious Service Award×2 (2023, 2024)
"For reviewing several manuscripts and, with each manuscript, by writing a fair, critical, and constructive review in a timely fashion"
5. Management Science Meritorious Service Award (2023)
"Awarded to a select group of reviewers for consistently writing timely, unbiased, and thoughtful referee reports."
6. Third Place, INFORMS Service Science Student Paper Competition (2023*)
"This award is intended to celebrate high-quality research generated by Ph.D. students in Service Science."
7. Finalist, POMS Service Operations Student Paper Competition (2023*)
"This prize is awarded to the best paper in Service Operations by a doctoral student."
8. First Place, POMS Sustainable Operations Student Paper Competition ×3 (2019, 2020, 2023*)
"The prize is awarded to the most promising doctoral student project that improve our understanding of the issues at the interface between sustainability and operations"

9. First Place, MSOM Practice-Based Research Competition (2023)
“The objectives of this biennial competition is to motivate, help develop, reward and highlight high-quality OM research papers with significant practical relevance.”
10. First Place, George B. Dantzig Dissertation Award (2021)
“This award is given for the best dissertation in any area of operations research and the management sciences that is innovative and relevant to practice.”
11. First Place, POMS Applied Research Challenge (2021)
“The Production and Operations Management Society (POMS) conducts this biennial competition to award POMS members (faculty and students) who conduct rigorous applied research that is innovative and relevant to practice.”
12. First Place, INFORMS Public Sector Operations Best Paper Award (2020)
“The award recognizes research judged to be of the best quality in all of the disciplines and application areas represented within PSOR.”
13. First Place, MSOM Responsible Research Award (2020)
“The award recognizes studies contributing knowledge that may have implications for making the world a better place by informing evidence-based, high-quality, and socially beneficial organizational practices across the business, government, and non-government organizations.”
14. First Place, POMS Behavioral OM Junior Scholar Paper Competition (2020)
“The award recognizes best paper by a junior scholar in the domain of Behavioral Operations Management”
15. First Place, POMS Supply Chain Management Student Paper Competition (2020)
“The prize is awarded to honor outstanding doctoral student projects in the field of Supply Chain Management”
16. First Place, INFORMS Doing Good With Good OR Competition (2019)
“Held by INFORMS to honor outstanding projects in the field of operations research and the management sciences that have a significant societal impact.”
17. Tata Fellowship, Tata Center for Technology and Design at MIT (2017-2019)
18. Tata Scholarship for Students from India (2011-2015)
“Awarded to approximately 5 undergraduate students from India every year so that the very best Indian students have access to Cornell.”

ACCEPTED
PAPERS

* indicates a student co-author; † indicates an industry collaborator; underline denotes a co-author who was tenured at time the research was conducted.

All authorship is alphabetical unless otherwise indicated.

J.1 Improving Cash Constrained Smallholder Farmers’ Welfare: The Role of Government Storage and Loan Policies

(with J. Park* and Y. Zheng)

Forthcoming, *Management Science*

– MSOM Sustainable Operations SIG Conference (2022)

J.2 A Data-Driven Approach to Improve Artisans’ Productivity in Distributed Supply Chains

(with D. Singhvi and X. Zhang*)

Articles in Advance, *Operations Research*

– Preliminary version, ACM Conference on Economics and Computation (EC’ 2024).

– Finalist, INFORMS JFIG Paper Competition (2025)

– Summer Workshop on Innovation in Management Science (SWIMS 2024)

– *Third Place*, INFORMS Service Science Student Paper Competition (Zhang, 2023).

– *First Place*, POMS Sustainable Operations Student Competition (Zhang, 2023).

- *Finalist*, POMS Service Operations Student Paper Competition (Zhang, 2023).
- MSOM Sustainable Operations SIG Conference (2023).
- Early Career Sustainable OM Workshop (2023).

J.3 Buying Cheap: Brand Switching During Economic Distress and Its Disparate Impact on Consumers

(with S. Dutta and D. Singhvi)

Manufacturing & Service Operations Management, vol. 27, no. 2, 2025

J.4 Online Learning with Sample Selection Bias

(with D. Singhvi)

Operations Research, vol. 73, no. 5, 2025

– *Spotlight Presentation*, INFORMS Revenue Management and Pricing Conference (2022).

J.5 Improving Farmers' Income on Online Agri-platforms: Evidence from the Field

(with R. Levi, M. Rajan[†] and Y. Zheng)

Manufacturing & Service Operations Management, vol. 27, no. 6, 2025

– *First Place*, MSOM Practice-Based Research Competition (2023).

– *First Place*, POMS Applied Research Challenge (2021).

– *First Place*, INFORMS Public Sector Operations Research Best Paper Award (2020).

– *First Place*, POMS Behavioral OM Junior Scholar Paper Competition (2020).

– *First Place*, POMS Supply Chain Management Student Paper Competition (2020).

– *First Place*, Doing Good With Good OR Competition (2019).

– MSOM Sustainable Operations SIG Conference (2019)

J.6 Artificial Shortage in Agricultural Supply Chains

(with R. Levi and Y. Zheng)

Manufacturing & Service Operations Management, vol. 24, no. 2, 2022

– *First Place*, POMS Sustainable Operations Student Paper Competition (2019)

J.7 The Impact of Unifying Agricultural Wholesale Markets on Prices and Farmers' Profitability

(with R. Levi, M. Rajan[†] and Y. Zheng)

Proceedings of the National Academy of Sciences, vol. 117, no. 5, 2020

– *First Place*, MSOM Responsible Research Award (2020).

– *First Place*, POMS Sustainable Operations Student Paper Competition (2020).

– *People's Choice Award*, Early Career Sustainable OM Workshop (2020)

J.8 Economically Motivated Adulteration in Farming Supply Chains

(with R. Levi and Y. Zheng)

Management Science, vol. 66, no. 1, 2020.

– MSOM Sustainable Operations SIG Conference (2018)

WORKING
PAPERS

W.1 Designing Carbon Sequestering Programs for Farmers: Economic Incentives and Environmental Impacts

(with U. Serhatli)

Soon to be submitted to *Manufacturing & Service Operations Management*

W.2 Task Assignments in Distributed Supply Chains When Downtime Hurts: A Data-Driven Approach

(with H. Jakher* and D. Singhvi)

Under review at *Management Science*

W.3 Can Generative AI Overcome Literacy Barriers to Improve Productivity? Experimental Insights from Indian Artisans

(with J. Ong* and D. Singhvi)

Status: Experiment completed, analysis in progress

- W.4 Design of Resale Platforms**
 (with I. Morgenstern*, [D. Saban](#) and D. Singhvi)
 Major Revision at *Manufacturing & Service Operations Management*
 – First Place, Michael H. Rothkopf Junior Researcher Paper Prize (2025)
 – Preliminary version, ACM Conference on Economics and Computation (EC’25)
 – Seventh Marketplace Innovation Workshop (2022)
- W.5 Increasing Parents’ Engagement on Ed-Tech Platforms: Evidence from the Field**
 (with N. Goyal[†], A. Okuno* and D. Singhvi)
 Major Revision at *Operations Research*
 – Summer Workshop on Innovation in Management Science (SWIMS 2024)
 – Behavioral Operations Conference (BOC 2024)
 – *People’s Choice Award*, Early Career Sustainable OM Workshop (2024)
- W.6 ML-Driven Targeted Nudging Improves Engagement in EdTech: Evidence from a Large-Scale Experiment in India**
 (with A. Okuno* and D. Singhvi)
 Status: Experiment completed, analysis in progress

OTHER
PUBLICATIONS

- C.1 Design of Resale Platforms**
 (with I. Morgenstern*, [D. Saban](#) and D. Singhvi)
ACM Conference on Economics and Computation (extended abstract), 2025.
- C.2 A Data-Driven Approach to Improve Artisans’ Productivity in Distributed Supply Chains**
 (with D. Singhvi and X. Zhang*)
ACM Conference on Economics and Computation (extended abstract), 2024.
- C.3 A Path to Resiliency: Mitigating the Impacts of COVID-19 on Essential Medicine Supply Chains**
 (with A. McDonnell, E. Pisani K. Chalkidou and P. Yadav)
CGD Policy Paper 213, June, 2021.
- C.4 Predicting Bike Usage for New York City’s Bike Sharing System**
 (with D. Singhvi, P. Frazier, S. Henderson, E. Mahony, D. Shmoys and D. Woodard)
AAAI Workshop on Computational Sustainability, 2015.
- C.5 Data Shows Govt Farm Laws Much Needed, Will Work Better with Warehouses and Transport Reforms**
 (with K. Javaji)
The Print, February 3, 2021, Op-ed.

BOOK
CHAPTERS

- Analytics and Operations to Improve Welfare in Distributed Artisanal Supply Chains**
 (with D. Singhvi)
Responsible and Sustainable Operations: The New Frontier, 2024.
 Springer Nature, edited by C. Tang

MEDIA
COVERAGE

- How Can Discount Brands Stay Discounted?**
 (by Tyler Burke)
Chicago Booth Review, September 14, 2023.

GRANTS

- G.1 USC Institute for Outlier Research in Business Grant (\$20,000), 5/1/2022 - 8/31/2023**
 “iORB provides funding to support ambitious research projects by USC Marshall faculty that have significant potential impact.”

G.2 USC Greif Research Award (\$8,000), 5/1/2022 - 8/31/2023
 “The Lloyd Greif Center for Entrepreneurial Studies provides support for USC Marshall faculty conducting research on entrepreneurship-related topics.”

INVITED TALKS

- ❑ 2026 (Scheduled): UBC Sauder School of Business; UNC Kenan-Flagler Business School; Tuck School of Business, Dartmouth University
- ❑ 2025: University of Rochester, Simon Business School; University of Toronto, Rotman Young Scholar Seminar Series; Kellogg School of Management, Northwestern University
- ❑ 2024: Indian School of Business, Hyderabad
- ❑ 2023: Indian Institute of Management-Ahmedabad
- ❑ 2022: Indian Institute of Management-Udaipur; Duke Fuqua School of Business; Microsoft Research, Research for Industry Seminar Series
- ❑ 2021: UC Irvine, Paul Meagre School of Business
- ❑ 2020: Cornell Tech, ORIE; Cornell University, ORIE; Columbia Business School; Stanford Graduate School of Business; UC Berkeley, IEOR, Haas School of Business; UBC Sauder School of Business; London Business School; Dartmouth Tuck School of Business, USC Marshall School of Business; UCLA Anderson School of Management
- ❑ 2019: NUS Business School, MIT Sloan School of Management

INVITED CONFERENCES/WORKSHOPS

- ❑ MSOM Conference (2017-Present)
- ❑ INFORMS Annual Conference (2016-Present)
- ❑ POMS Annual Conference (2018-Present)
- ❑ ACM Conference on Economics and Computation (2024)
- ❑ Early Career Sustainable OM Workshop (2020, 2023)
- ❑ Stanford OIT and Sustainability Conference (2023)
- ❑ Marketplace Innovation Workshop (2022)
- ❑ ACM Conference on Equity and Access in Algorithms, Mechanisms, and Optimization (2021)

STUDENT MENTORSHIP

PhD Students

- ❑ Lily Oglesby (2025-Present), USC Marshall- Coadvisor
Working on research with Haqdarshak to optimize public subsidy delivery and targeting using ML models
- ❑ Jessica Shi (2025-Present), NYU Stern-Coadvisor
Working on research with Farmer.Chat to improve AI-driven chat engine for small-holder farmers
- ❑ Alex Akira Okuno (2022-Present), NYU Stern-Coadvisor
Working on research with Rocket Learning to improve learning outcomes on ed-tech platforms; [W.5] under major revision in *Operations Research*
- ❑ Xinyu Zhang (2021-Present), NYU Stern-Coadvisor
Working on research with Jaipur Rugs to improve productivity in distributed artisanal supply chains; [J.2] forthcoming in *Operations Research*
- ❑ Ilan Morgenstern (2021-Present), Stanford Graduate School of Business
First Placement: Berkeley Haas-Coauthored job market paper [W.4] currently under Major Revision in *MSOM*
- ❑ Jimin Park (2022-2025) MIT- Operations Research Center
Research in agri-supply chains; [J.1] accepted in *Management Science*

Undergraduate Students: These students contributed to a range of research activities, including data analysis, survey design, and experimental implementation across my projects.

- ❑ USC Marshall Students: William Rubio (2024-2025), Joshua Ong (2024-Present), Nathaniel Le (2024-2025), Phillip Inglis (2023-2024).
- ❑ Other Institutions: Harshvardhan Jakher (2022-Present); Darsheel Sanghavi (2024-2025); Daxay Sanghavi (2024-2025); Astha Jakher (2021-2022).

TEACHING
EXPERIENCE

USC Marshall School of Business

Instructor, BUAD 311- Introduction to Operations Management Undergraduate Core 2021-2024

Instructor, DSO 670-Analytics and Operations for a Better World: Current Research and Themes
PhD Seminar Course 2024

Massachusetts Institute of Technology

TA, Introduction to Operations Management- Executive MBA Summer 2018
Mentor, MBAn Capstone Project Spring 2018
TA, Healthcare Lab: Introduction to Healthcare Delivery in the US Fall 2017

Cornell University

TA, Intro to Engineering Stochastic Processes Spring 2015
Tutor, Calculus I Summer 2014
Facilitator, Academic Excellence Workshop, Calculus for Engineers Fall 2012

GUEST
LECTURES

USC Viterbi School of Engineering

Guest Lecture, Analytics for Social Impact 2025

UPenn Wharton School of Business

Guest Lecture, Recent Advances in Data Driven Decision Making 2023

NYU Stern School of Business

Guest Lecture, Advances in Data Driven Decision Making 2022, 2024

Stanford University

Guest Lecture, Introduction to Operations Management 2020, 2021

UNIVERSITY
SERVICE

- ❑ Member, Operations Management Tenure-Track Hiring Committee 2021-Present
Participated in vetting and interviewing candidates for fly-outs and on-campus interviews.
- ❑ Co-organizer, Data Science and Operations Seminar Series 2021-Present
Invited visiting faculty to present research in a departmental seminar. Coordinated all logistical aspects of visits and curated yearly speaker series.
- ❑ Member, Operations Management Group PhD Committee 2022-Present
Wrote parts of the optimization screening exam. Served on PhD admissions committee, including reviewing applications and interviewing candidates, presented at PhD Visit Days event.
- ❑ Co-Organizer, So-Cal OR/OM Day 2023
Co-organized a one-day, single-track conference with approximately 40 attendees from USC, UCLA Anderson, and UC Irvine to showcase junior faculty and Ph.D. research in operations research and operations management.
- ❑ DSO Representative, USC Marshall Commencement 2023

ACADEMIC
SERVICE

- ❑ Co-Chair: POMS College of Sustainable Operations Student Paper Competition (2024), INFORMS PSOR Best Paper Competition (2021)
- ❑ Area Chair: ACM Conference on Equity and Access in Algorithms, Mechanisms, and Optimization (EAAMO '25)
- ❑ Program Committee Member: ACM Conference on Economics and Computation (EC' 24, EC' 25), ACM Conference on Equity and Access in Algorithms, Mechanisms, and Optimization (EAAMO '21, EAAMO '22, EAAMO '23, EAAMO '24), International Joint Conference on Artificial Intelligence- AI and Social Good Track (IJCAI-25)
- ❑ Invited Speaker: Panel Discussion on Practice-based Research for Social Good, Mechanism Design for Social Good and ACM EAAMO Junior Faculty Network (2023)
- ❑ Judge: INFORMS Public Sector Operations Best Paper Competition (2024, 2025), INFORMS Public Sector Operations Research Best Video Award (2024), INFORMS Revenue Management Student Paper Award (2024), Sustainable OM SIG Conference (2022-2025), MSOM Conference (2025), Supply Chain OM SIG Conference (2022), POMS College of Sustainable Operations Student Paper Competition (2022, 2023, 2025), MSOM Student Best Paper Competition (2021, 2023, 2024, 2025), INFORMS Poster Competition (2020, 2024)
- ❑ Reviewer: Management Science, Manufacturing & Service Operations Management, Operations Research, Production and Operations Management, European Journal of Operational Research, Naval Research Logistics
- ❑ Session Organizer: POMS Annual Meetings (2018-2025), INFORMS Annual Meeting (2018-2025)