

Elodie Adida (Goodman)

School of Business Administration
University of California at Riverside
Anderson Hall Room 225
900 University Ave., Riverside, CA 92521

office: (951) 827-7882
cell: (617) 959-1419
[http://faculty.ucr.edu/~elodie/
elodie.goodman@ucr.edu](http://faculty.ucr.edu/~elodie/elodie.goodman@ucr.edu)

Professional Appointments

- 2016 – present **University of California at Riverside**, School of Business Administration, Riverside CA
Associate Professor of Operations and Supply Chain Management (with tenure)
- 2012 – 2016 **University of California at Riverside**, School of Business Administration, Riverside CA
Assistant Professor of Operations and Supply Chain Management
- 2006 – 2012 **University of Illinois at Chicago**, Mechanical and Industrial Engineering, Chicago IL
Assistant Professor of Industrial Engineering

Education

- 2001 – 2006 **Massachusetts Institute of Technology**, Operations Research Center, Cambridge MA
Ph.D. in Operations Research.
Dissertation: *Dynamic Pricing and Inventory Control: Uncertainty and Competition*
Advisor: Dr. Georgia Perakis
- 1999 – 2001 **Ecole Centrale Paris**, France
MS in Engineering (Diplôme d'ingénieur)

Publications

Published Peer-Reviewed Journal Articles

- Adida, E., F. Bravo, 2017. Contracts for Healthcare Referral Services: Coordination via Outcome-Based Penalty Contracts. Forthcoming at *Management Science*.
- Adida, E., H. Mamani, S. Nassiri. 2017. Bundled payments vs. Fee-for-service: Impact of Payment Scheme on Performance. *Management Science*. **63**(5):1606-1624.
- Adida, E., V. DeMiguel, N. Bakshi. 2016. Supplier Capacity and Intermediary Profits: Can Less Be More? *Production and Operations Management*. **25**(4): 630-646.
- David, A., E. Adida. 2015. Competition and Coordination in a Two-Channel Supply Chain. *Production and Operations Management*. **24**(8): 1358-1370.
- Adida, E., G. Perakis. 2014. The Effect of Supplier Capacity on the Supply Chain Profit. *Annals of Operations Research*. **223**(1): 1-52.
- Adida, E., D. Dey, H. Manani. 2013. Operational Issues and Network Effects in Vaccine Markets. *European Journal of Operational Research*. **231**(2): 414-427.
- Jones, R, E. Adida. 2013. Selecting Nonpharmaceutical Interventions for Influenza. *Risk Analysis*. **33**(8): 1473-1488.
- Chen, Q., E. Adida, J. Lin. 2013. Implementation of an Iterative Headway-Based Bus Holding Strategy with Real-Time Information. *Public Transport*. **4**(3): 165-186.

- Mamani, H., E. Adida, D. Dey. 2012. Vaccine Market Coordination Using Subsidy. *IIE Transactions on Healthcare Systems Engineering*. **2**(1): 1-19.
- Adida, E., V. DeMiguel. 2011. Supply Chain Competition with Multiple Manufacturers and Retailers. *Operations Research*. **59**(1): 156-172.
- Adida, E., N. Ratisoontorn. 2011. Consignment Contracts with Retail Competition. *European Journal of Operational Research*. **215**(1): 136-148.
- Adida, E., P.C. DeLaurentis, M. Lawley. 2011. Hospital Stockpiling for Disaster Planning. *IIE Transactions*. **43**(5): 348-362.
- Jones, R, E. Adida. 2011. Influenza Infection Risk and Predominate Exposure Route: Uncertainty Analysis. *Risk Analysis*. **31**(10): 1622-1631.
- Adida, E., G. Perakis. 2010. Dynamic Pricing and Inventory Control: Robust vs. Stochastic Uncertainty Models - A Computational Study. *Annals of Operations Research*. **181**(1): 125-157.
- Adida, E., G. Perakis. 2010. Dynamic Pricing and Inventory Control: Uncertainty and Competition. *Operations Research*. **58**(2): 289-302.
- Adida, E., P. Joshi. 2009. A Robust Optimization Approach to Project Scheduling and Resource Allocation. *International Journal of Services Operations and Informatics*. **4**(2): 169-193.
- Adida, E., G. Perakis. 2007. A Nonlinear Continuous Time Optimal Control Model of Dynamic Pricing and Inventory Control with no Backorders. *Naval Research Logistics*. **54**(7): 767-795.
- Adida, E., G. Perakis. 2006. A Robust Optimization Approach to Dynamic Pricing and Inventory Control with no Backorders. *Mathematical Programming*. **107**(1-2): 97-129.
- Submitted Peer-Reviewed Journal Articles**
- Adida, E., Ö. Özer, 2017. Why Markdown as Pricing Modality? Role of Threat of Entry. Minor revision at *Management Science*.
- Working Papers**
- Nassiri, S., E. Adida, H. Mamani. 2017. Reference Pricing for Healthcare Services.
- Other – Refereed Conference Proceedings**
- Adida, E., Ö. Özer, 2017. Why Markdown as Pricing Modality? Role of Threat of Entry. Proceedings of MSOM, University of North Carolina, Chapel Hill.
- Adida, E. and Bravo, F. 2017. Contracts for Healthcare Referral Services. Proceedings of MSOM, University of North Carolina, Chapel Hill.
- Adida, E., H. Mamani, S. Nassiri. 2015. Bundled Payments vs. Fee-for-Service: Impact of Payment Scheme on Performance. Proceedings of MSOM, University of Toronto, Toronto, Canada.
- Adida, E., H. Mamani, S. Nassiri. 2014. Bundled Payments vs. Fee-for-Service: Impact of Medicare's Payment Scheme on Treatment Level, Participation and Social Welfare. Proceedings of MSOM, University of Washington, Seattle.
- Adida, E., N. Bakshi, V. DeMiguel. 2013. Supply Chain Intermediation when Retailers Lead. Proceedings of MSOM Supply Chain Special Interest Group (SIG), INSEAD.
- Adida, E., H. Mamani, D. Dey. 2012. Operational Issues and Network Effects in Vaccine Markets. Proceedings of MSOM, Columbia University.

Adida, E., N. Bakshi, V. DeMiguel. 2012. Supply Chain Intermediation when Retailers Lead. Proceedings of MSOM, Columbia University.

Jones, R, E. Adida. 2011. Integrating Exposure and Epidemiological Models to Select Non-Pharmaceutical Interventions for Influenza. *Epidemiology: Abstracts of 2010 Joint Conference of International Society of Exposure Science & International Society for Environmental Epidemiology on Emerging Infectious Disease and Environmental Factors*. **22**(1): S145.

DeLaurentis, P.C., E. Adida, M. Lawley. 2010. Hospital Stockpiling for Disaster Planning. Proceedings of Industrial Engineering Research Conference, Cancún, Mexico.

Chen, Q., E. Adida, J. Lin. 2010. An Investigation in Real-Time Bus Holding Policy. Proceedings of Hong Kong Society for Transportation Studies International Conference, Hong-Kong.

Adida, E., V. DeMiguel. 2009. Efficiency and Coordination in a Supply Chain with Competing Manufacturers and Retailers. Proceedings of MSOM, MIT.

DeLaurentis, P.C., E. Adida, M. Lawley. 2009. Hospital Stockpiling for In Pandemics with Pre-Determined Response Levels. Proceedings of IEEE International Conference on Service Operations, Logistics and Informatics, Chicago IL.

DeLaurentis, P.C., E. Adida, M. Lawley. 2008. A Game Theoretical Approach for Hospital Stockpile in Preparation for Pandemics. Proceedings of Industrial Engineering Research Conference, Vancouver, Canada.

Other – Book Publication

Adida, E. 2007. *Dynamic Pricing and Inventory Control - No Backorders under Uncertainty and Competition*. VDM Verlag Dr. Muller. Berlin, Germany. ISBN: 978-3836421430.

Invited Talks

University of British Columbia, Sauder School of Business, 2016, Vancouver Canada

ESSEC Business School, 2012, Paris, France.

University College London, Management Science and Innovation, 2012, London UK.

University of California - Riverside, Anderson Graduate School of Management, 2012, Riverside CA.

San José State University, College of Business, 2012, San José CA.

Illinois Institute of Technology, Stuart School of Business, 2012, Chicago IL.

Illinois Institute of Technology, Stuart School of Business, 2011, Chicago IL.

Massachusetts Institute of Technology, Sloan School of Management, 2011, Cambridge MA.

Northwestern University, Industrial Engineering and Management Sciences, 2010, Evanston IL.

University of California - Irvine, The Paul Merage School of Business, 2009, Irvine CA.

University of Chicago, Graduate School of Business, 2007, Chicago IL.

Purdue University, Biomedical Engineering, 2007, West Lafayette IN.

Northwestern University, Kellogg School of Management and Industrial Engineering and Management Sciences, 2007, Evanston IL.

University of Illinois at Chicago, Mechanical and Industrial Engineering, 2006, Chicago IL.

University of Washington in St. Louis, Olin School of Business, 2006, St. Louis MO.

University of Texas at Dallas, School of Management, 2006, Dallas TX.

IBM Research T.J. Watson Labs, 2004, Hawthorne NY.

Conference Presentations

“Why Markdown as Pricing Modality? Role of Entry Threat”

INFORMS Annual Meeting, Houston, TX, October 2017.

MSOM Annual Conference, University of North Carolina, Chapel Hill, June 2017.

POMS Annual Conference, Seattle WA, May 2017.

INFORMS Annual Meeting, Philadelphia PA, November 2015.

"Contracts for Healthcare Referral Services"

INFORMS Annual Meeting, Houston, TX, October 2017.
 INFORMS Healthcare Conference, Rotterdam, Netherlands, July 2017.
 MSOM Annual Conference, University of North Carolina, Chapel Hill, June 2017.
 POMS Annual Conference, Seattle WA, May 2017.
 INFORMS Annual Meeting, Nashville, TN, November 2016.

"Reference Pricing for Healthcare Services"

POMS Annual Conference, Houston, TX, May 2018.
 INFORMS Annual Meeting, Houston, TX, October 2017.
 POMS Annual Conference, Seattle WA, May 2017.
 INFORMS Annual Meeting, Nashville, TN, November 2016.

"Bundled Payments vs. Fee-for-Service: Impact of Payment Scheme on Performance"

POMS Annual Conference, Seattle WA, May 2017.
 INFORMS Annual Meeting, Nashville, TN, November 2016.
 INFORMS International Conference, Hawaii HI, June 2016.
 POMS Annual Conference, Orlando FL, May 2016.
 INFORMS Annual Meeting, Philadelphia PA, November 2015.
 INFORMS Healthcare Conference, Nashville TN, July 2015.
 MSOM Annual Conference, University of Toronto Canada, June 2015.
 INFORMS Annual Meeting, San Francisco CA, November 2014.
 MSOM Annual Conference, University of Washington-Seattle, June 2014.

"Competition and Coordination in a Two-Channel Supply Chain."

INFORMS Annual Meeting, San Francisco CA, November 2014.
 IFORS Conference, Barcelona, Spain, July 2014.
 POMS Annual Conference, Atlanta GA, May 2014.
 INFORMS Annual Meeting, Minneapolis MN, October 2013.
 Annual Southern California OR/OM Day, University of California, Irvine, May 2013.
 INFORMS Annual Meeting, Phoenix AZ, October 2012.

"Managing Long-Term Supplier Relationship under Changing Productivity."

INFORMS Annual Meeting, San Francisco CA, November 2014.
 POMS Annual Conference, Atlanta GA, May 2014.
 INFORMS Annual Meeting, Minneapolis MN, October 2013.

"Supply Chain Intermediation When Retailers Lead."

MSOM Annual Conference, Supply Chain Management SIG, INSEAD, France, July 2013.
 INFORMS Annual Meeting, Phoenix AZ, October 2012.
 MSOM Annual Conference, Columbia University, June 2012.
 POMS Annual Conference, Chicago IL, April 2012.

"Operational Issues and Network Effects in Vaccine Markets."

INFORMS Annual Meeting, Phoenix AZ, October 2012.
 MSOM Annual Conference, Columbia University, June 2012.
 POMS Annual Conference, Chicago IL, April 2012.

"Consignment Contracts with Retail Competition."

POMS Annual Conference, Chicago IL, April 2012.
 INFORMS Annual Meeting, Charlotte NC, November 2011.

"Public Policy Implications for a Vaccine Supply Chain: Operational Issues and Negative Network Effects."

INFORMS Annual Meeting, Charlotte NC, November 2011.

"Supply Chain Intermediation: A Three-Tier Competition Model."
INFORMS Annual Meeting, Charlotte NC, November 2011.

"Vaccine Market: Operational Issues and Externality Effect."
INFORMS Annual Meeting, Charlotte NC, November 2011.
INFORMS Healthcare Conference, Montreal, Canada, June 2011.

"An Investigation in Real-Time Bus Holding Policy."
Hong Kong Society for Transportation Studies Conference, Hong-Kong, December 2010.

"Economics of Vaccine Coverage and Public Policy Implications."
INFORMS Annual Meeting, Austin TX, November 2010.

"Integrating Exposure and Epidemiological Models to Select Non-Pharmaceutical Interventions for Influenza"
Joint Conference of International Society of Exposure Science & International Society for Environmental Epidemiology (poster), Seoul, Korea, August 2010.

"Hospital stockpiling for disaster preparedness."
IIE Annual Conference, Cancún, Mexico, June 2010.

"Efficiency and Coordination in a Supply Chain with Competing Manufacturers and Retailers."
Behavioral and Quantitative Game Theory Conference, Newport Beach CA, May 2010.
INFORMS Annual Meeting, San Diego CA, October 2009.
International Symposium on Mathematical Programming, Chicago IL, August 2009.
MSOM Annual Conference, MIT, June 2009.
INFORMS Revenue Management and Pricing Conference, Northwestern University, June 2009.
Optimization Applications in Engineering and Applied Sciences Conference, UIUC, March 2009.

"Hospital Stockpiling for Influenza Pandemics with Pre-set Response Levels."
INFORMS Annual Meeting, San Diego CA, October 2009.
IEEE Conference on Service Operations, Logistics and Informatics (SOLI), Chicago IL, July 2009.

"Inventory Stockpiling and Sharing for Disaster Preparedness."
INFORMS Annual Meeting, San Diego CA, October 2009.

"A Game Theoretical Approach for Hospital Stockpile in Preparation for Pandemics."
INFORMS Annual Meeting, Washington DC, October 2008.
IIE Annual Conference, Vancouver, Canada, May 2008.
Healthcare Engineering Symposium on the Interface of Health Services Research and Healthcare Engineering (poster), Research Triangle Park NC, April 2008.
INFORMS Annual Meeting, Seattle WA, November 2007.

"The Strategic Role of Capacity in a Joint Inventory Management and Pricing Game."
INFORMS Annual Meeting, Washington DC, October 2008.
INFORMS Annual Meeting, Seattle WA, November 2007.
INFORMS Midwest Regional Conference, Northwestern University, August 2007.
INFORMS Revenue Management and Pricing Conference, Universitat Pompeu Fabra, June 2007.

"Dynamic Pricing and Inventory Control under Uncertainty."
International Conference on Continuous Optimization/ Modeling and Optimization: Theory and Applications, Hamilton, Canada, August 2007.
EURO XXI, Prague, Czech Republic, July 2007.
INFORMS Annual Meeting, Pittsburgh PA, November 2006.
INFORMS Revenue Management and Pricing Conference, Columbia University, June 2006.

"Dynamic Pricing and Inventory Control: Uncertainty and Competition through Robust Optimization and Quasi-Variational Inequalities."

International Symposium on Mathematical Programming, Rio de Janeiro, Brazil, August 2006.

"Dynamic Pricing and Inventory Control with no Backorders; Uncertainty and Competition."

INFORMS Annual Meeting, San Francisco CA, November 2005.

IFORS Triennial, Honolulu HI, July 2005.

INFORMS Revenue Management and Pricing Conference, MIT, June 2005.

"A Robust Nonlinear Fluid Model of Dynamic Pricing and Inventory Control with no Backorder."

INFORMS Annual Meeting, Denver CO, October 2004.

INFORMS Revenue Management and Pricing Conference, MIT, June 2004.

INFORMS Annual Meeting, Atlanta GA, October 2003.

Awards and Distinctions

Research awards

UCR Research and Travel Award: \$1800, 2016–17

UCR Research and Travel Award: \$1600, 2015–16

UCR Research and Travel Award: \$1700, 2014–15

UCR Academic Senate Regents Fellowship: \$4400, 2013–14

UCR Research and Travel Award: \$1650, 2013–14

First author of the *IIE Transactions* article *Hospital Stockpiling for Disaster Planning* selected to be highlighted in the *IE Magazine* of May 2011.

UIC STEM Education Research Grant: \$5,000, 2010–11

UIC Faculty Scholarship Support award: \$1,000, 2012

UIC Faculty Scholarship Support award: \$1,000, 2011

UIC Faculty Scholarship Support award: \$1,000, 2010

UIC Faculty Scholarship Support award: \$1,000, 2009

UIC Women in Science and Engineering Research award: \$6,000, 2010

UIC Women in Science and Engineering Research award: \$1,000, 2009

UIC Women in Science and Engineering Research award: \$5,000, 2008

Service awards

IIE Regional Outstanding Faculty Advisor Award, 2012

Outstanding reviewer for the journal *IEEE Transactions on Automatic Control*, 2007

Other

Participant, INFORMS Doctoral Colloquium, Pittsburgh PA, 2006

Georges Besse Foundation Fellowship, 2001

Jean Gaillard Memorial Fellowship, 2001

Hoschet Prize, 2000–01

Teaching

Decision-Making Under Uncertainty MGT 221, UCR, Spring 2013, 2014, Fall 2014, 2015, 2017

Elective MBA course. Introduces computer-based models for business decision-making under uncertainty. Basics of decision analysis, spreadsheet-based data analysis, modeling and optimization. Taught in computer lab. Enrollment: 24-32.

Quantitative Analysis MGT 201, UCR, Winter 2013, 2015, 2016, 2018, Fall 2014, 2015, 2017

Core MBA / Master of Finance course. Introduces statistics for management. Introduces fundamental statistical tools for managerial decision-making. Basics of data analysis, probability, sampling theory, estimation, hypothesis testing, regression analysis. Enrollment: 1 or 2 sections of 20-60.

Operations Research I IE 471, UIC, Fall 2008, Fall 2009, Fall 2010, Fall 2011

Undergraduate and Masters course. Introduction to operations research, formulation of linear programming problems, simplex methods, duality theory, sensitivity analysis, network models, and

integer linear programming formulations. Enrollment: 15-30.

Probability and Statistics for Engineers IE 342, UIC, Fall 2006, Spring 2007, Summer 2010, Fall 2010, Spring 2012

Undergraduate course. Probability, random variables, mathematical expectation, discrete and continuous distributions, estimation theory, and test of hypotheses. Enrollment: 40-65.

Financial Engineering IE 201, UIC, Fall 2007, Spring 2008, Fall 2008, Spring 2009

Undergraduate course. Principles and techniques of economic analysis in engineering and management science. Time value of money, interest rates, present worth analysis, rate of return analysis. Enrollment: 100.

Nonlinear Optimization IE 576, UIC, Fall 2009, Fall 2011

Masters and PhD course. Convex analysis, line search techniques, unconstrained and constrained optimization, optimality conditions, duality, convex and non-convex optimization, interior point methods, and real-world applications. Enrollment: 14-17.

Professional Service

Panel participation

Invited panelist at INFORMS 2015 Doctoral Student Colloquium, 2015

Invited panelist at INFORMS 2014 Doctoral Student Colloquium, 2014

Organization of Sponsored/Invited Sessions in International Conferences

Session Chair, INFORMS, 2014

Session Chair, IFORS, 2014

Session Chair, INFORMS, 2013

Session Chair, INFORMS, 2009

Session Chair, Optima, 2009

Session Chair, INFORMS, 2008

Session Chair, EURO XXII, 2007

Session Chair, ICCOPT/MOFTA, 2007

Session Chair, INFORMS, 2007

Judging service for paper competitions

Judge of MSOM Student Paper Competition, 2017

Judge of POMS College of Healthcare Operations Management Best Paper Competition, 2017

Judge of POMS College of Healthcare Operations Management Best Paper Competition, 2016

Judge of POMS College of Healthcare Operations Management Best Paper Competition, 2012

Judge of MSOM Student Paper Competition, 2009

Refereeing service for conferences

Reviewer for MSOM Supply Chain Management SIG Conference paper submissions, 2017

Reviewer for MSOM Supply Chain Management SIG Conference paper submissions, 2016

Reviewer for ISB-POM Workshop paper submissions, 2014

Reviewer for MSOM Conference paper submissions, 2014

Reviewer for MSOM Conference paper submissions, 2012

Reviewer for MSOM Conference paper submissions, 2011

Refereeing service for grant proposals

Panel Reviewer for National Science Foundation, Service Enterprise Systems program, 2011

Panel Reviewer for National Science Foundation, Service Enterprise Systems program, 2010

Panel Reviewer for National Science Foundation, Computational Mathematics program, 2010

Refereeing service for journals

Ad hoc referee for: *Management Science, Operations Research, Manufacturing and Service Operations Management, Production and Operations Management, Mathematics of Operations Research, The*

European Journal of Operational Research, Transportation Science, Naval Research Logistics, IEEE Transactions on Automatic Control, IEEE Transactions on Automation Science and Engineering, IIE Transactions, INFORMS Journal on Computing, Networks and Spatial Economics, Operations Research Letters, Annals of Operations Research, International Journal of Production Economics, OR Spectrum, Applied Mathematics and Computation, Journal of Revenue Management and Pricing, The Asia-Pacific Journal of Operational Research, Optimization Letters, Journal of Intelligent Manufacturing, International Journal of Systems Science, Wiley Encyclopedia of Operations Research and Management Science, Engineering Optimization.

Other

Affiliated Faculty Member of the Transportation Center at Northwestern University, 2010 – present.
Faculty Advisor, UIC Student Chapter of the Institute of Industrial Engineers, 2009–12.

Academic Service

UCR SoBA Undergraduate Academic Committee member, 2017–present
UCR Supply Chain Management Cluster Hire Search Committee Member, 2015–present
UCR Supply Chain Management Cluster Hire Search Committee **Chair**, 2016–17
UCR SoBA Strategic Planning Committee, 2016
UCR SoBA Graduate Academic Committee member, 2014–16
UCR SoBA Interdepartmental Graduate Program in Management Faculty member, 2012–16
UCR Experimental Business Research Cluster Hire Search Committee Member, 2015–16
UCR Business Analytics Cluster Hire Search Committee Member, 2015–16
UCR Design-Based Statistical Inference for Social Science and Policy Evaluation Cluster Hire Search Committee Member, 2015–16
UCR SoBA Management Faculty Search Committee member, 2014–15
UCR SoBA School Research Committee member, 2014–15
UCR SoBA School Research Committee **Chair**, 2013–14
UCR SoBA Undergraduate Academic Committee member, 2012–14
UCR SoBA Operations and Supply Chain Management Faculty Search Committee member, 2013–14
UCR SoBA Finance and Marketing Endowed Chairs Search Committee member, 2013–14
UIC Honors College Fellow, 2010–12
UIC Honors students Faculty Advisor, 2010–12
UIC MIE Department Advisory Committee member 2010–11
UIC MIE Department IE Recruiting Committee member, 2009–10, 2011–12
UIC MIE Department Outreach and Publicity Committee member, 2009–11
UIC MIE Department Faculty Secretary, 2006–08
UIC IE Seminar coordinator, 2008–09
UIC IE thesis committee member of 8 Masters/PhD students, 2006–12
UIC IE undergraduate recruiting committee, 2007–12

Graduate student advising

Oral Qualification Committee Member for Ashkan Sadeghi, UCR Electrical Engineering, 2015–16
Prospectus committee member for Arisha Ashraf, UCR Environmental Economics & Policy, 2014–15.
MBA Thesis Committee member for Kevin Straight, UCR, 2013–14
PhD Thesis committee Chair for Amy David, UIC, 2010–12 (2014 placement: Purdue University, Krannert School of Management)
PhD Thesis committee Chair for Nantaporn Ratisoontorn, UIC, 2009–12 (placement: UIC, MIE)
PhD co-advisor, Qin Chen, UIC, 2009–12
Undergraduate advisor for 4 undergraduate students, UIC, 2007–09
Masters advisor, Pradnya Joshi, UIC, 2007–08

Memberships

Institute for Operations Research and the Management Sciences (INFORMS)
Health Applications Society
MSOM Society
Women in ORMS Forum