

Ekaterina (Kate) Astashkina

701 Tappan Ave
Ann Arbor, MI 48109-1234, USA

astash@umich.edu
<http://www.astashkina.com>

EMPLOYMENT **The Stephen M. Ross School of Business, University of Michigan, USA**
Assistant Professor of Technology & Operations Jul 2019 - present
(off tenure clock in AY 2019-2020 due to Covid-19 pandemic)
(off tenure clock in AY 2022-2023 due to maternity leave)

Sustainable Food Systems Initiative (SFSI), University of Michigan, USA
Faculty Affiliate Sep 2021 - present

RESEARCH INTERESTS (i) Sustainability in Operations Management: Food Systems, Food Waste, Sustainable Fashion, Environmental Impact
(ii) Platform Operations: Tech-Enabled Innovative Business Models (incl., grocery e-tailing, peer-to-peer food sharing, rewards-based crowdfunding, subscription-based fashion rental)

EDUCATION **INSEAD, France**
Ph.D. in Management (Technology & Operations) Jun 2019
M.Sc. in Management (Technology & Operations) Jun 2015
Dissertation Committee: E. Belavina, K. Girotra, A. Calmon, P. Chandon

Universität Bielefeld, Germany
Universitat Autònoma de Barcelona (UAB-GSE), Spain
M.Sc. in Quantitative Economics (Joint Degree) Jul 2012

Moscow Institute of Physics and Technology, Russia
B.Sc. in Applied Mathematics and Physics Jun 2010
- *Minor: Computer Science, Linguistics*

WORKING PAPERS [1] **The Environmental Impact of the Advent of Online Grocery Retailing**
with E. Belavina (Cornell) and S. Marinesi (Wharton)
in prep. for 2nd round submission at Management Science (after Rej. & Resub. decision)
findings feat. in MBA Core TO course at Michigan Ross
selected for MSOM SCM SIG presentation (2021)

[2] **Designing an Optimal Dynamic Contract in the Presence of Double Moral Hazard**
with I. Duenyas (Michigan Ross) and F. Tian (Michigan Ross)
major revision invited at Management Science (after initial Rej. & Resub. decision)

[3] **All-Or-Nothing VS Keep-It-All: Comparing Campaign Designs in Rewards-Based Crowdfunding Platforms**
with S. Marinesi (Wharton)
in prep. for 2nd round submission at Management Science (after Rej. & Resub. decision)
selected for MSOM iFORM SIG presentation (2022)

**WORK IN
PROGRESS**

[4] Reducing Food Waste in All-You-Can-Eat Buffets: Pricing Strategies that Work

with F. Tian (Michigan Ross)
manuscript in preparation

[5] Hyperlocal P2P Food Sharing: Estimating the Effect of the “Food Waste Hero” Presence

with M. Shunko (U Washington) and H. Zhang (U Washington)
manuscript in preparation

[6] The Impact of Providing Visibility into the Remaining Shelf-life of Perishable Food

with R. Anupindi (Michigan Ross), J. Li (Michigan Ross), F. Zhou (Michigan Ross)

[7] The Impact of Variety on the Economic & Environmental Performance of a Fashion Rental Business Model

with V. Aggrawal (Georgetown) and A. Saez de Tejada Cuenca (IESE)
manuscript in preparation, preliminary version is available upon request

[8] Toward a Greener Fashion Rental: Regulation that Delivers Win-Win

with I. Duenyas (Michigan Ross) and Y. Hu (Michigan Ross)

ON PAUSE

[9] Reducing Post-Consumer Food Waste at the Employee Dining Halls: Field Experiment

with E. Belavina (Cornell)
on pause due to Covid-19 pandemic

[10] Impact of Workforce Flexibility on Customer Satisfaction: Empirical Framework & Evidence from a Cleaning Services Platform

with R. Momot (HEC Paris/Kellogg) and M. Salikhov (Yale/NES/Skolokovo)
manuscript is available online or upon request

**MEDIA
ARTICLES
& QUOTES**

Poets & Quants (article, quote): Jan 2022
The Crystal Ball: B-Schools Acknowledge Challenges, Put Positive Shine On 2022

Bon Appetit Magazine (quote): May 2021
To Stop Food Waste, We Need to Confront Our Food Anxiety

Ross Thought in Action (article): Jan 2020
Online Grocery Shopping Can Reduce Food Waste and Help the Environment

**TEACHING
EXPERIENCE**

The Stephen M. Ross School of Business, U of Michigan, USA 2019 – 2022
BBA Program, Business Analytics & Statistics Class (TO301)

- Instructed 2 sections in Fall 2019 & Fall 2020
- Instructed 3 sections in Fall 2021
- Served as a Course Coordinator in Fall 2021
- Completed BBA curriculum mapping for TO301 in Winter 2022

The Stephen M. Ross School of Business, U of Michigan, USA Winter 2021
PhD Program, Select Topics on Sustainability in OM Class (TO899)

- Created & taught a PhD class

INSEAD , France	2013 – 2018
Executive Training Program “Sberbank 500” (Russia’s Largest Bank)	
· TA in the Business Model Innovation class, Prof. S. Netessine,	
· Coordinated a hybrid MOOC of ~500 students per year	
The University of Chicago Booth School of Business , USA	Spring 2018
MBA Program	
· TA for Operations Management class, Prof. E. Belavina	
London Business School , UK	Fall 2017
Executive Development Program	
· TA for Operational Innovation class, Prof. C. Markides & Prof. I. Ioannou	
INSEAD , France	Fall 2014
PhD Program	
· Self-standing core Math Tutorial class (Calculus, Linear Algebra, Optimization)	
· Instructed 1st year PhD students, created class materials	
Universität Bielefeld , Germany	Fall 2011
Department of Mathematics	
· Optimization class, Prof. T. Pasurek	
· Instructed 20 Master-level math students	

TEACHING MATERIALS CREATED

INSEAD Business School Teaching Case “Sberbank: No Queues!”,
with S. Netessine,
available in English and in Russian,
in use in Executive Training Program “Sberbank 500” for 4 years

AWARDS & GRANTS

Small Business of Food Grant, \$10,000 (joint with E. Belavina)	2019
Finalist, IBM Service Science Best Student Paper Award	2018
INSEAD Doctoral Scholarship	2013-2018
Hackaton ”hack4INSEAD” Winner (team competition)	Spring 2015
European Commission Erasmus Mundus Scholarship	2010-2012
Dynasty Foundation Scholarship for Young Scientists in Economics	2009-2010
Scholarship for Innovation in the Domain of Natural Sciences	2007-2010
Russian Government Scholarship for Academic Excellence	2006-2010

SELECTED INVITED TALKS

<u>2021 – 2022</u> : (virtual)	
At the University of Michigan:	
- Knight-Wallace, ESG Bootcamp: Is On-demand Sustainable? invited by Prof. J. Davis	May 2022
- Fast Food For Thought: Shall We Do Our Groceries Online? invited by SFSI campus-wide event with 700+ of registered attendees	Apr 2022
- Kick-Off Event (Tauber Institute): Successful Student Advising invited by Prof. H.-S. Ahn	Apr 2022
- BA670 (+Impact Studio course): Latest Innovations in the Food Sector	Dec 2021

invited & interviewed by Prof. J. Davis

- EBS Program (Ross & LSA): Last-Mile Food Delivery & Food Waste Jul 2021
invited by Prof. F. Lafontaine

Other Schools:

Cornell University (invited to give a guest lecture on food waste)
Nanyang Business School, Nanyang Technological University
The Lee Kong Chian School of Business, Singapore Management University
National University of Singapore Business School

2019 – 2020:

At the University of Michigan:

- Junior Faculty Informal TO Brown Bag May 2020
invited by Prof. S. Keppler
Presented the work-in-progress "Hyperlocal P2P Food Sharing: Estimating the Effect of the
"Food Waste Hero" Presence"

- TO/BE435: Guest Lecture on Food Waste Mar 2020
invited by Prof. S. Leider
Behavioral Economics & Behavioral OM BBA Class

- Business+Impact: Food Waste Talk Feb 2020
invited by Prof. J. Davis
Part of the Series "Faculty Research for Impact" (UN SDG 14: Climate Action)

- Knight-Wallace Fellows Event: Food Waste Talk Sep 2019
invited by Prof. F. Lafontaine

2018 – 2019:

The Stephen M. Ross School of Business, University of Michigan
The Kellogg School of Management, Northwestern University
SC Johnson College of Business, Cornell University
The Anderson School of Management, University of California, Los Angeles
The Fuqua School of Business, Duke University
Darden School of Business, University of Virginia
The Max M. Fisher College of Business, Ohio State University
College of Business, Clemson University
The Beedie School of Business, Simon Fraser University
School of Economics and Management, Tilburg University
INSEAD, France

CONFERENCE	MSOM, virtual	Jun 2021
PRESENTA-	INFORMS, virtual	Oct 2020
TIONS	INFORMS, Seattle, WA, USA	Oct 2019
	INFORMS, Phoenix, AZ, USA	Nov 2018

MSOM, Dallas, TX, USA	Jul 2018
European TOM Day, Fontainebleau, France	Jun 2018
INFORMS, Houston, TX, USA	Oct 2017
MSOM, Chapel Hill, NC, USA	Jun 2017
INFORMS, Nashville, TN, USA	Nov 2016
INFORMS, Philadelphia, PA, USA	Nov 2015

ACADEMIC SERVICE

Ad-hoc reviewer for academic journals: Management Science, Manufacturing & Service Operations Management, Operations Research, Production & Operations Management, Quarterly Journal of Operations Research, Service Science

Invited judge/referee for competitions/conferences: SCM SIG (MSOM Conference 2020-2022), MSOM Best Student Paper Competition (2020-2022), POMS CSO Student Paper Competition (2021-2022), Sustainable Operations SIG (MSOM Conference 2021), PSOR Best Paper Award (2019-2021), INFORMS TIMES (2020-2021), Ross Datathon 2020

Conference Session Chair: INFORMS 2020 (ENRE and MSOM/Sustainability tracks), INFORMS 2019 (Service Science track)

Student Supervision:

(1) Feng Tian Jul 2019 - Jul 2021
ex-PhD student at Michigan Ross, co-advised with Prof. I. Duenyas, academic job market placement: Asst. Prof. HKU Business School

(2) Yuwen Hu Jul 2020 - present
PhD student at Michigan Ross, co-advising with Prof. I. Duenyas

(3) Haonan Zhang Oct 2020 - present
Master Student at Northwestern University, solo advising until Aug 2021
PhD student at U Washington, co-advising with Prof. M. Shunko since Aug 2021

(4) Fan Zhou Oct 2021 - present
PhD student at Michigan Ross, co-advising with Prof. R. Anupindi and Prof. J. Li

Other PhD Program Service: PhD student admissions committee member (2021), invited "reader" for a candidacy paper of Jonhoo Bae (2021)

Faculty Advisor at Tauber Institute:

(1) Amazon Robotics (ongoing) May - Jul 2022
M. Isik (MBA Student, Michigan Ross) and S. Cox (IOE Master Student, University of Michigan)

(2) PepsiCo May - Jul 2021
T. Kraeutler (MBA Student, Michigan Ross) and J. Riley (IOE BBA Student, University of Michigan)

(3) Beyond Meat (Pro-bono) May - Jul 2020
S. Gurijala (MBA Student, Michigan Ross) and X. Dai (IOE Master Student, University of Michigan)

Other: Contributed to the development of INFORMS Diversity, Equity, and Inclusion (DEI) Ambassadors Program; Consulted MBA Teams on their MAP projects at Michigan Ross (Amazon Fresh, Avery Dennison), Consulted MBA Teams on their

B+I projects at Michigan Ross (topics: women empowerment, under-represented communities, poverty, food access)

OTHER EXPERIENCE *Research Associate* Jul 2012 - Jul 2013
INSEAD, France
Economics & Political Science Department

Research Assistant Sep 2008 – Dec 2009
Gaidar Institute for Economic Policy, Russia
Department of Monetary Policy

OTHER PUBLICATIONS *E. Astashkina, Fiscal theory of a price level in Russian economy,*
Russian Economy: Young Scientists Insight (Working Papers Collection), 4th edition,
January 14, 2011. ISBN 978-5-93255-301-5 (available in Russian only).

OTHER LEADERSHIP & EXPERT ROLES Treasurer of POMS College of Supply Chain Management (elected) 2022 – 2024
Invited Expert Judge at Kellogg-Morgan Stanley Sustainable Challenge Spring 2018
Invited Expert/Teamleader, MIPT Startup incubator for Y Combinator Spring 2017
Invited Expert, SAFE-Q (Safeguarding Food and Environment in Qatar) Nov 2016
Delegate of Bielefeld University QEM Department 2011 – 2012
Speaker for the Student Trade Union, MIPT 2007 – 2010
Member of Student Government, MIPT 2007 – 2010

SKILLS *Computer:* STATA, R, C, Python, Mathematica, MS Office, L^AT_EX
Languages: Russian (native), English (fluent), German & French (conversational),
Spanish (basic).

OTHER ACTIVITIES *Sports:* Skiing (*Licensed Instructor*), Bouldering, Tennis, Dancing
Music & Art: Diaghilev Russian Academy of Arts 1996 – 2003
- *1st Dept:* Choreography (Ballet), Diploma with Honors
- *2nd Dept:* Instrument (Piano), Diploma with Honors