

# Ekaterina (Kate) Astashkina

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**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 & FORTHCOMING PAPERS** [1] **Dynamic Contract Design in the Presence of Double Moral Hazard**  
with I. Duenyas (Michigan Ross) and F. Tian (HKU Business School)  
accepted for a publication at Management Science

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

[3] **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)

[4] **A Disquieting Lack of Evidence for Disintermediation in a Home-Cleaning Platform**  
with R. Bray (Kellogg), R. Momot (Michigan Ross), and M. Salikhov (NES)

in preparation for 2nd round submission at Management Science (after Rej. decision at Fast Track)

**[5] On the Profitable Buffet Design to Reduce Plate Waste**

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

working paper

**[6] Information Design for Perishables: Profit & Food Waste Implications**

with R. Anupindi (Michigan Ross), and F. Zhou (Michigan Ross)

working paper

**[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)

working paper

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

with R. Momot (Michigan Ross) and M. Salikhov (NES)

in prep. for re-submission

**WORK IN PROGRESS**

**[9] Hyperlocal P2P Food Sharing: Estimating the Effect of the Presence of the Commercial Food Donation Channel**

with M. Shunko (U Washington) and I. Wang (UIUC)

**[10] Waste and Revenue Models in Food Service**

with I. Duenyas (Michigan Ross), F. Tian (HKU Business School), Y. Hu (Michigan Ross)

**[11] On the Value of Personalized Nutrition**

with M. R. Siddigh

**ON PAUSE**

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

with E. Belavina (Cornell)

on pause due to Covid-19 pandemic

**[13] On the Supply Chains of Perishables**

with E. Belavina (Cornell) and S. Marinesi (Wharton)

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

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

**MEDIA MENTIONS**

Axios (interview, podcast):

Oct 2022

*The price of staying warm this winter*

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*

<b>TEACHING EXPERIENCE</b>	<b>The Stephen M. Ross School of Business</b> , U of Michigan, USA	2019 – 2022
	BBA Program, Business Analytics & Statistics Class (TO301)	
	<ul style="list-style-type: none"> <li>· Instructed 2 sections in Fall 2019 &amp; Fall 2020</li> <li>· Instructed 3 sections in Fall 2021</li> <li>· Served as a Course Coordinator in Fall 2021</li> <li>· Completed BBA curriculum mapping for TO301 in Winter 2022</li> </ul>	
	<b>The Stephen M. Ross School of Business</b> , U of Michigan, USA	Winter 2021
	PhD Program, Select Topics on Sustainability in OM Class (TO899)	
	<ul style="list-style-type: none"> <li>· Created &amp; taught a PhD class</li> </ul>	
<b>INSEAD</b> , France	2013 – 2018	
Executive Training Program “Sberbank 500” (Russia’s Largest Bank)		
<ul style="list-style-type: none"> <li>· TA in the Business Model Innovation class, Prof. S. Netessine,</li> <li>· Coordinated a hybrid MOOC of ~500 students per year</li> </ul>		
<b>The University of Chicago Booth School of Business</b> , USA	Spring 2018	
MBA Program		
<ul style="list-style-type: none"> <li>· TA for Operations Management class, Prof. E. Belavina</li> </ul>		
<b>London Business School</b> , UK	Fall 2017	
Executive Development Program		
<ul style="list-style-type: none"> <li>· TA for Operational Innovation class, Prof. C. Markides &amp; Prof. I. Ioannou</li> </ul>		
<b>INSEAD</b> , France	Fall 2014	
PhD Program		
<ul style="list-style-type: none"> <li>· Self-standing core Math Tutorial class (Calculus, Linear Algebra, Optimization)</li> <li>· Instructed 1st year PhD students, created class materials</li> </ul>		
<b>Universität Bielefeld</b> , Germany	Fall 2011	
Department of Mathematics		
<ul style="list-style-type: none"> <li>· Optimization class, Prof. T. Pasurek</li> <li>· Instructed 20 Master-level math students</li> </ul>		
<b>TEACHING MATERIALS CREATED</b>	<b>INSEAD Business School Teaching Case “Sberbank: No Queues!”</b> , with S. Netessine, available in English and in Russian, in use in Executive Training Program “Sberbank 500” for 4 years	
<b>AWARDS &amp; GRANTS</b>	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**

2023 – 2024:

The Fuqua School of Business, Duke University Dec 2023

At the University of Michigan:

- Guest Lecture on Food Waste and Nutrition Oct 2023  
invited by S. Ball  
guest lecture for medical students (School of Public Health & Medical School)

2022 – 2023:

At the University of Michigan:

- Guest Lecture on Food Nutrition, Addiction, and Waste Mar 2023  
invited by S. Aaronson  
guest lecture for medical students (School of Public Health & Medical School)

2021 – 2022: (virtual)

At the University of Michigan:

- Knight-Wallace, ESG Bootcamp: Is On-demand Sustainable? May 2022  
invited by Prof. J. Davis

- Fast Food For Thought: Shall We Do Our Groceries Online? Apr 2022  
invited by SFSI  
campus-wide event with 700+ of registered attendees

- Kick-Off Event (Tauber Institute): Successful Student Advising Apr 2022  
invited by Prof. H.-S. Ahn

- 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

<b>CONFERENCE PRESENTATIONS</b>	INFORMS, Seattle, WA, USA	(sch.) Oct 2024
	MSOM, Minneapolis, MN, USA	(sch.) Jun 2024
	INFORMS, Phoenix, AZ, USA	Oct 2023
	MSOM, Montreal, Canada	Jun 2023
	MSOM, virtual	Jun 2021
	INFORMS, virtual	Oct 2020
	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 for competitions/conferences: TIE SIG (MSOM Conference 2022-2024), SCM SIG (MSOM Conference 2020-2022), Sustainable Operations SIG (MSOM Conference 2024), MSOM Best Student Paper Competition (2020-2021), POMS CSO

Student Paper Competition (2021-2023), SOM SIG (MSOM Conference 2021-2023), PSOR Best Paper Award (2019-2022), INFORMS TIMES (2020-2021), Ross Datathon 2020

Track/Cluster Chair: MSOM SIG Sustainable Operations track chair for INFORMS Annual Meeting 2024

Conference Session Chair: INFORMS 2023 (Socially Responsible and Sustainable Operations cluster), INFORMS 2020 (ENRE and MSOM/Sustainability tracks), INFORMS 2019 (Service Science track)

TO Research Seminar Series: scheduled to organize in AY2024/2025

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 - 2024  
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

Other PhD Program Service: PhD student admissions committee member (2020, 2021, 2024), invited "reader" for a candidacy paper of Jonhoo Bae (2021), conducted mock-interviews and prepped TO job market candidates for upcoming market (2020-2024)

Faculty Advisor at Tauber Institute:

(0) Amazon Sorting Center May - Jul 2024

(1) Starbucks May - Jul 2023  
J. Liu (IOE Student, senior, University of Michigan) and C. Wang (IOE Student, senior, University of Michigan)

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

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

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

Faculty Advisor at Full-Time MAP:

Nestle USA, Evigence Sensors Inc, Fidelity Investments, Pilot Light 2024

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<sup>A</sup>T<sub>E</sub>X  
*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