

# Ruslan Momot

Ross School of Business, University of Michigan  
701 Tappan Ave, Ann Arbor, MI 48109  
✉ [momot@umich.edu](mailto:momot@umich.edu)  
<http://www.ruslanmomot.info>

*Citizenship:* Ukraine, France, US Permanent Resident.

## Academic Appointment

Ross School of Business, University of Michigan, USA	2022 - present
Assistant Professor of Technology & Operations (tenure track)	
Kellogg School of Management, Northwestern University, USA	2021 - 2022
Visiting Assistant Professor of Operations	
HEC Paris, France	2018 - 2022
Assistant Professor of Information Systems and Operations Management (tenure track)	<i>on leave 2021-2022</i>

## Education

INSEAD, Fontainebleau, France	Feb 2019
- Ph.D., M.Sc., Technology and Operations Management	
- Dissertation chair: Karan Girotra	
Moscow Institute of Physics and Technology, Moscow, Russia	Jun 2012
- M.Sc., B.Sc., Applied Mathematics and Physics, summa cum laude	

## Research & Teaching Interests

Research: **consumer privacy**; information design; operations & economics of information; information-based economies; social networks & digital platforms; data-driven decision-making & prescriptive analytics.

Teaching: operations & supply chain management; business analytics & statistics; digital platforms & networks; privacy & cybersecurity; business model innovation.

## Published & Forthcoming Papers

- [1] Privacy-Preserving Personalized Revenue Management
  - *Management Science*, 70.7 (2024): 4167-4952, <http://ssrn.com/abstract=3704446>
  - with Yanzhe Murray Lei (Queen's University), Sentao Miao (Colorado Boulder)
  - paper presented at: (i) Facebook Research, Core Data Science Group; (ii) Pinterest (iii) Spotlight Session of the INFORMS Revenue Management & Pricing Section Conference.
  - Recipient of French National Research Agency ANR (LabEx Ecodec) Grant: EUR 10,000.
  - media: (i) "What Your Company Needs to Understand About Digital Privacy (But Probably Doesn't)", Michigan Ross News; (ii) "How Companies Can Do Data Privacy Better", Kellogg Insight; (iii) "How Can We Force Companies To Keep Our Data Safe?", HEC Paris Knowledge and The Conversation; (iv) "Le développement futur de l'IA se fera au détriment de la protection des données personnelles" (in French), HEC Stories; (v) "고객 정보 팔아들이는 기업... 데이터稅 매겨 오남용 막아야" (in Korean), Maeil Business Newspaper.
- [2] Digital Privacy
  - **Lead Article**, *Management Science*, 69.6 (2023): 3157-3758 <http://ssrn.com/abstract=3459274>
  - with Itay P. Fainmesser (Johns Hopkins University), Andrea Galeotti (London Business School)
  - paper presented at: (i) US Federal Trade Commission, Washington DC; (ii) CNIL France; (iii) Workshop on Privacy and Data Governance, Princeton University; (iv) Microsoft Research.

- media: (i) “The Optimal Data Policy Against Malicious Use of Data”, *Frontiers*, Luohan Academy; (ii) “How Companies Can Do Data Privacy Better”, *Kellogg Insight*; (iii) “For the Public, Data Collection during COVID-19 Offers Benefits –and Poses Hazards”, *HUB Daily Johns Hopkins University*; (iv) “How Can We Force Companies To Keep Our Data Safe?”, *HEC Paris Knowledge and The Conversation*; (v) “고객 정보 빨아들이는 기업… 데이터 판매 겨우 남용 막아야” (in Korean), *Maeil Business Newspaper*; (vi) “How Business is Navigating Digital Privacy”, *Luohan on Air*, Spotify and Apple podcasts.
- [3] Privacy Management in Service Systems
  - *M&SOM*, vol. 24, issue 5, pp. 2387-2796, 2022, <http://ssrn.com/abstract=3628751>
  - with Ming Hu (University of Toronto), Jianfu Wang (City University of Hong Kong)
- [4] The Use and Value of Social Network Information in Selective Selling of Exclusive Products
  - *Management Science*, 66.6 (2020): 2610-2627, <http://ssrn.com/abstract=2755638>
  - with Elena Belavina (Cornell), Karan Girotra (Cornell Tech)
  - media: Welcome to the Social Media Shopping Mall, *INSEAD Knowledge*.
  - Finalist, 2016 IBM Service Science Best Student Paper Award
- [5] Strategic Investment in Protection in Networked Systems
  - *Network Science*, 5(1), 108-139, 2017, <http://dx.doi.org/10.1017/nws.2017.1>
  - with Matt V. Leduc (Paris School of Economics),
  - also published in the proceedings to WINE 2015 (The 11th Conference on Web and Internet Economics)

### Working Papers / Papers under Review

---

- [6] Consumer Profiling via Information Design
  - *revise & resubmit* invited at the *American Economic Review*, <http://ssrn.com/abstract=4655468>
  - with Itay P. Fainmesser (Johns Hopkins University), Andrea Galeotti (London Business School)
- [7] Managing Cybersecurity: Data Access & Protection
  - *major revision* invited at *Management Science*, <http://ssrn.com/abstract=4293509>
  - with Marat Salikhov (New Economic School), Oleh Stupak (Cambridge, NUS), and George Charlson (Keystone Strategy)
- [8] Privacy, Voting, and the Wisdom of Crowds,
  - *major revision* invited at *Operations Research*, <http://ssrn.com/abstract=4248487>
  - with Ekaterina Astashkina (University of Michigan) and Marat Salikhov (New Economic School)
- [9] Homomorphic Encrypted Revenue Management
  - under review at *Management Science*, <https://ssrn.com/abstract=4724820>
  - with Mojtaba Abdolmaleki (Michigan Ross)
- [10] A Disquieting Lack of Evidence for Disintermediation in a Home-Cleaning Platform,
  - <http://ssrn.com/abstract=4244111>
  - with Ekaterina Astashkina (University of Michigan), Robert Bray (Kellogg, Northwestern), Marat Salikhov (New Economic School)
- [11] Impact of Workforce Flexibility on Customer Satisfaction: Empirical Framework & Evidence from a Cleaning Services Platform,
  - in preparation for re-submission, <http://ssrn.com/abstract=3260826>
  - with Ekaterina Astashkina (University of Michigan), Marat Salikhov (New Economic School)

### Selected Work in Progress

---

- [12] Consumer Privacy and Fatalism

- with Stephen Leider (Michigan Ross) and Cagla Ergul (Michigan Ross)

[13] Privacy-Preserving Clustering

- with Murray Lei (Queen's), Sentao Miao (Colorado Boulder), and Yining Wang (UT Dallas)

## Teaching Experience

**Information Security, Privacy, and Ethics MBAn Core Course, Ross School of Business** 2023 - 2024  
Developed a new core course for the Master of Business Analytics (MBAn) Program. The course is co-taught with Prof. David Hess and Prof. Cindy Schipani (Business Law and Ethics).

Evaluations: (max 5.0)

Winter A 2023: 4.2.

Winter A 2024: 4.8.

Winter A 2025: 4.8.

**Operations Management MBA Core Course, Ross School of Business** 2023 - 2024  
MBA level core course, 210 students; 12 sessions  $\times$  2 h 10 mins. Course coordinator.

Evaluations: (max 5.0)

Winter A 2023: 5.0, 4.9, 4.9.

Winter A 2024: 4.8, 4.7, 4.5.

Winter A 2025: 4.7, 4.7, 3.9.

**Consumer Privacy, Cybersecurity, and Operations PhD Course, Ross School of Business** Winter 2023  
PhD level core course, which I designed from scratch; 12 sessions  $\times$  3 hrs.

**Operations Management in AI-Driven World MBAi Core Course, Kellogg School of Management** 2022  
Developed a new core operations management course which included topics such as digital platforms & networks and consumer privacy & cybersecurity. 45 students; 10 sessions  $\times$  3 h.

Evaluations: (max 6.0)

Q: Overall, how satisfied were you with this instructor? – 5.53,

Q: Overall, how satisfied were you with this course? – 5.13.

Averages across all courses taught at Kellogg for these questions are 5.19 and 4.93 correspondingly.

**Operations Management MBA & Evening MBA Core Courses, Kellogg School of Management** 2022  
MBA level core course, 110 students; 20 sessions  $\times$  1.5 h.

Evaluations: (max 6.0)

Q: Overall, how satisfied were you with this instructor? – 5.34, 5.29

Q: Overall, how satisfied were you with this course? – 5.02, 4.59.

Averages across all courses taught at Kellogg for these questions are 5.19 and 4.93 correspondingly.

**Operations & Supply Chain Management Core Course, HEC Paris** 2019 - 2021  
Master's level core course (French Grande École), 50 students per section; 24 sessions  $\times$  1.5 h.

Evaluations: (Q: Teaching qualities, max 5.0)

2019: 4.79, 4.75,

2020: 4.56, 4.55, 4.48 (covid-19: class had to be moved to remote teaching format in the middle of the semester),

2021: 4.81, 4.79, 4.46 (fully remote teaching format).

Three-year historical average across other instructors for this course was 3.57 .

**Production & Operations Management MBA Core Course Tutorial, INSEAD** 2014  
MBA level core course, 300 students, taught twice. Complementary to the class of Karan Girotra.

Evaluations: (Q: The effectiveness of the tutor teaching this course, max 5.0)

2014: 4.84, 4.82

Deans' Commendation for Excellence in MBA Teaching INSEAD Award, 2014

**Math Tutorials PhD Core, INSEAD** 2013

Taught & designed a class for 15 PhD students. Intro to calculus, linear algebra, optimization; 15 sessions  $\times$  1.5h.

## Invited Talks

---

· University of Toronto, Rotman Young Scholar Seminar Series	Feb 2025
· BCG X, Scientific Network Seminar	Jan 2025
· Fuqua School of Business, Duke University	Sep 2024
· Haas School of Business, University of California, Berkeley	Mar 2024
· Pinterest, Ads	Jul 2022
· Ross School of Business, University of Michigan	Jan 2022
· Wisconsin School of Business, University of Wisconsin–Madison	Jan 2022
· Kenan–Flagler Business School, University of North Carolina	Dec 2021
· Carroll School of Management, Boston College	Dec 2021
· Facebook, Core Data Science	Jun 2021
· Silicon Valley Technology Forum, The Rise of Technology in Business	Apr 2021
· Rady School of Management, University of California, San Diego, USA	Apr 2021
· Kellogg School of Management, Northwestern University, USA	Mar 2021
· CNIL France (National Commission on Informatics and Liberty, aka FTC of France)	Feb 2021
· Toulouse School of Economics, Economics of Platforms Seminar	Feb 2021
· “AI Bias and Data Privacy” round table with French CNIL, ANJ, and industry	Jan 2021
· David Eccles School of Business, University of Utah, USA	Jan 2021
· TOM European Consortium Seminar (LBS, INSEAD, IESE, HEC Paris)	Jan 2021
· Kelley School of Business, Indiana University, Consortium Virtual Seminar Series	Sep 2020
· London Business School (ETOM Day), UK	Jun 2019
· The HEC Foundation, France	May 2019
· Paris School of Economics, France	Feb 2019
· Tuck School of Business, Dartmouth College, USA	Jan 2018
· HEC Paris, France	Jan 2018
· Leeds School of Business, University of Colorado Boulder, USA	Jan 2018
· Smith School of Business, Queen’s University, Canada	Jan 2018
· ESMT, Germany	Jan 2018
· IESE Business School, University of Navarra, Spain	Dec 2017
· Frankfurt School of Finance & Management, Germany	Dec 2017
· INSEAD, France	Nov 2017

## Conference Presentations

- 
- Spotlight Session, INFORMS Revenue Management & Pricing Conference 2021
  - 6th Annual Conference on Network Science and Economics: 2021
  - MSOM: 2024, 2020 (canceled due to covid-19), 2019, 2018, 2017, 2015, 2014
  - INFORMS: 2013-2024
  - POMS: 2017, 2021
  - WINE: 2015

## Grants, Honors, & Awards

---

· Finalist of the INFORMS Service Science Best Student Paper Competition (Mojtaba Abdolmaleki)	2024
· 2nd place, MSOM SIG Best Paper Award, Service Management	2023
· Management Science Meritorious Service Award	2023
· Management Science Distinguished Service Award	2022
· Management Science Distinguished Service Award	2021

· M&SOM Meritorious Service Award	2021
· Management Science Meritorious Service Award	2020
· French National Research Agency (ANR) (LabEx Ecodec), EUR 10,000	2020
· Recipient of The HEC Foundation Research Grant, EUR 22,000	2019
· Finalist, IBM Service Science Best Student Paper Award	2016
· Deans' Commendation for Excellence in MBA Teaching, INSEAD	2014
· INSEAD Doctoral Fellowship	2012-2017
· MIPT B.Sc. summa cum laude	2010
· MIPT Scholarship for Outstanding Academic Achievements	2006-2012
· MIPT Academic Council's Scholarship	2006-2007
· Russian Government Scholarship for Academic Excellence	2006-2012
· Ukrainian National Physics & Mathematics Olympiads (ranked 15th in Ukraine)	2003-2006

## Service

- Program Committee Member, 25th and 26th ACM Conference on Economics and Computation (EC'24, EC'25)
- Moderator of the cybersecurity forum organized by Michigan Ross, Business+Tech.
- Reviewer: i) Management Science (*Distinguished Service Award 2022 & 2021, Meritorious Service Award 2020*), (ii) Operations Research, (iii) M&SOM (*Meritorious Service Award 2021*), (iv) AER: Insights, (v) The Review of Economic Studies, (vi) Games and Economic Behavior (vii) Information Systems Research, (viii) Marketing Science, (ix) Service Science, (x) POM
- Judge for Special Interest Group, MSOM 2020, 2021, 2025
- Judge for MSOM Student Paper Competition, 2020, 2021, 2024
- Session Chair, INFORMS 2019-2021
- Mentor to Sajjad Najafi on his transition to HEC Paris and teaching
- HEC Paris, ISOM Department, hiring committee, 2019, 2020
- HEC Paris Master student supervision (Thibaut Corallo, 2019)

## Other Experience

### Industry Consulting and Engagement

Target, United States  
 Amazon, United States  
 Pinterest (Ads), United States  
 Microsoft, United States  
 Tilde Research, United States  
 Capgemini Consulting, France

### Consulting and Engagement with Regulators

CNIL France  
 ANJ France  
 Federal Trade Commission, United States

### Research Positions

Fermi National Accelerator Laboratory (Fermilab), Chicago, USA 2010

## Other Publications

“Comparative study of nonequilibrium plasma generation and plasma-assisted ignition for C 2-hydrocarbons”, I. Kosarev, S. Kindysheva, R. Momot, E. Plastinin, N. Aleksandrov, and A. Starikovskiy, *Combustion and Flame* (2016).

## Programming Languages

---

R · Python · Mathematica

## Languages

---

Ukrainian (native) · Russian (fluent) · English (fluent) · French (intermediate)