

# Simone Marinesi

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## Academic Employment

*The Wharton School, University of Pennsylvania, 2014-*  
Operations, Information, and Decisions Department  
Assistant Professor of Operations Management

## Education

*INSEAD*, PhD in Management (Technology and Operations Management), 2015  
*Università di Bologna*, B. Sc. and M. Sc. in Industrial Engineering (summa cum laude), 2003

## Research Interests

Innovative Business Models and Practices on Crowdfunding, Sustainable Operations, Retailing

## Published Papers

1. S. Marinesi, K. Girotra, S. Netessine, "Operational Advantage and Optimal Design of Threshold Discounting Offers", *Management Science*, 2018  
1<sup>st</sup> prize in the POMS College of Supply Chain Management Student Paper Competition 2014  
Selected at M&SOM Supply Chain Special Interest Group
2. E. Belavina, S. Marinesi, G. Tsoukalas. "Rethinking Crowdfunding Platform Design: Mechanisms to Deter Misconduct and Improve Efficiency." *Management Science*, 2020  
2021 iFORM Best Paper Award (among papers published in the past three years), finalist  
Selected at M&SOM iFORM Special Interest Group  
Results covered by Knowledge at Wharton; Chicago Booth Review; TechXplore
3. V. Babich, S. Marinesi, G. Tsoukalas. "Does Crowdfunding Benefit Entrepreneurs and Venture Capital Investors?" *Manufacturing & Service Operations Management*, 2021  
TIMES May 2021 issue, "featured paper"

## Papers Under Review/Revision

4. E. Astashkina, E. Belavina, S. Marinesi, "The Environmental Impact of Online Grocery Retailing", *Revise and Resubmit, Management Science*  
Finalist for the IBM Best Student Paper Award for INFORMS Service Science, 2019  
Selected for M&SOM Supply Chain Special Interest Group

5. C. Kaps, S. Marinesi, S. Netessine, " When should the Off-grid Sun Shine at Night? Optimum Renewable Generation and Energy Storage Investments ", *Under Revision (major) at Management Science*  
Honorable Mention, POMS College of Sustainable Operations Best Paper Award, 2022  
Selected at Early-career Sustainable Operations Workshop, 2021
6. E. Astashkina, S. Marinesi, "All-or-Nothing or Keep-it-all? A comparison of campaign designs in rewards-based crowdfunding", *Revise and Resubmit, Management Science*  
Selected at M&SOM iFORM Special Interest Group, 2022

## Book Chapters

7. S. Marinesi, K. Girotra, S. Netessine, "Threshold Discounting: Operational Benefits, Potential Drawbacks, and Optimal Design". Chapter in "*Sharing Economy*", M. Hu, Springer, 2018

## Other Published Material

8. V. Babich, S. Marinesi, G. Tsoukalas, "Updating the Crowdfunding Narrative". *Wharton Public Policy Initiative Brief*, 7(5), 2019.
9. K. Girotra, S. Marinesi and S. Netessine, "Can Groupon Save Its Business Model?" *HBR digital article*, 2013.
10. F. Bencini, S. Marinesi, "Basilea2: Il ruolo del Rendiconto Finanziario nelle PMI" (Basil 2: The Role of Financial Statements for SME's) *Contabilita' Finanza e Controllo*, 2006.

## Awards and Honors

### Teaching

Wharton MBA Core Curriculum Teaching Award "Tough but We'll Thank You in Five Years" 2018

### Research

POMS College of Sustainable Operations Best Paper Award, honorable mention 2022

iFORM Best Paper Award, finalist 2021

POMS Supply Chain Management Student Paper Competition, 1<sup>st</sup> place 2014

### Service

Management Science Distinguished Service Award 2021

Management Science Meritorious Service Award 2020

M&SOM Meritorious Service Award 2019

Management Science Distinguished Service Award 2016

M&SOM Meritorious Service Award 2015

### Industry

Selected for Bain&Co. Talent Recruitment Retreat, Italy (20 participants nationwide, 3 days) 2003

## Teaching

Quality and Productivity, Wharton MBAs Science 2014-

4-6 sections per year, so far ~2,000 students

Quality and Productivity, Wharton Executive MBAs 2017

Operations Strategy: Wharton MBAs (2-3 sections per year) 2015 - 17

## Grants

Mack Institute for Innovation Management, “optimal off-grid renewable investments”, \$10,000 2021

## Service

*Ad-hoc referee:*

*Management Science, Manufacturing & Service Operations Management, Operations Research, Production and Operations Management, Naval Research Logistics, California Management Review, Journal of the Operational Research Society*

*Guest AE for Naval Research Logistics*

*Reviewer for SIG/Awards:*

2015: M&SOM SCM SIG

2017: PITM Best Student paper award

2020: M&SOM iFORM SIG

2021: M&SOM iFORM SIG , M&SOM Best Student Paper award

2022: M&SOM SCM SIG, M&SOM iFORM SIG, M&SOM Sustainability SIG, M&SOM Best Student Paper award, TIMES Best Student Paper award, TIMES Best Dissertation award

*Cluster chair:* Business Model Innovation track, INFORMS 2018 (co-chair with Nitish Jain)

*Session Chair:* multiple sessions in several INFORMS conferences

## Student Advising

Ekaterina Astashkina

Ph.D., 2019. Coauthor and Letter writer. Placement: *Assistant Professor at ROSS, Uni of Michigan*

Christian Kaps

Ph. D., 2023 (expected). Coauthor and Committee member. *On the market*

## Industry Experience

**Smith Bits** (world leader in rock-ready drilling bits)

Manufacturing cost analysis 2007 - 8

**Castelli del Grevepesa** (largest chianti producer in Italy)

Cost analysis and inventory valuation 2006 - 8

**Toscana Energia** (largest utility in Tuscany)

Organizational restructuring (pre-merger) 2006

**Mauro Caffè'** (historic coffee producer, Italy)

Financial Plan and assessment of retailers network 2005

**Sara Assicurazioni** (insurance company ~800M€ turnover, Italy)

Tableau de Bord design and pre-implementation 2004 - 5

Process measurement and improvement 2004

**INA Assitalia** (2<sup>nd</sup> largest insurance company in Italy)

Agency network performance measurement and incentive system 2004

**Italgas** (largest natural gas distributor in Italy)

Design and planning of retail network and inventory 2003 - 4

Process benchmarking and improvement 2002 - 3

*Financial Plans and management control for several other SMEs and startups* 2004 - 8

## Selected Conference Presentations

INFORMS: Austin 2010, Charlotte 2011, Phoenix 2012, Minneapolis 2013, Philadelphia 2015, Nashville 2016, Houston 2017, Phoenix 2018, Seattle 2019, Virtual 2020 & 2021  
M&SOM: Ann Arbor 2011, New York 2012, Fontainebleau 2013, (SIG) Seattle 2014, Toronto 2015, Chapel Hill 2017, Dallas 2018, (SIG) Singapore 2019, Virtual 2020 & 2021, Munich 2022  
POMS: Atlanta 2014, Washington 2015, Orlando 2016, Virtual 2021  
Special Interest Conference on Platforms, Networks, and Two-Sided Markets: Denver 2017

## Invited talks

University of Utah, 2014  
University College of London, 2014  
Wharton, University of Pennsylvania, 2014  
Harvard Business School, 2014  
Indiana University, 2014  
Georgetown University, 2014  
Rutgers Business School, 2016  
Stern Business School, NYU, 2016  
Cornell University, 2018  
Temple University, 2018  
London Business School, 2019  
INSEAD, 2020  
University of California, Berkeley, 2020  
Yale University, 2020  
Georgetown University, 2022 (planned)  
MIT, 2023 (planned)

## Personal

Nationality: Italian  
US Permanent Resident  
Languages: Italian (native), English (fluent), Spanish (basic), French (basic)  
Boy scout and mountain lover. Scoutmaster of the troop Bologna VII (four years) patrols age group 11-16.