

# Rouba Ibrahim

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CONTACT INFORMATION	School of Management at University College London One Canada Square London E14 5AB, U.K. <i>E-mail:</i> <a href="mailto:rouba.ibrahim@ucl.ac.uk">rouba.ibrahim@ucl.ac.uk</a> <i>Web:</i> <a href="http://www.roubaibrahim.com">http://www.roubaibrahim.com</a>
ACADEMIC POSITIONS	<b>University College London, School of Management</b> 2012–2016 Assistant Professor 2016–2020 Associate Professor 2020– Professor 2021– Head, Operations & Technology Group
EDUCATION	<b>American University of Beirut</b> 2002 B.S., Mathematics  <b>Stony Brook University</b> 2004 M.S., Applied Mathematics and Statistics  <b>Columbia University</b> 2010 Ph.D., Operations Research
RESEARCH INTERESTS	<i>Methodology:</i> Queueing theory; stochastic modelling; data analytics. <i>Application areas:</i> Service operations; healthcare; sharing economy.
JOURNAL PUBLICATIONS	<ol style="list-style-type: none"><li>1. Ibrahim, R. and W. Whitt. Real-Time Delay Estimation Based on Delay History. <i>Manufacturing and Service Operations Management</i>, 11(3), 2009, pp. 397–415.</li><li>2. Ibrahim, R. and W. Whitt. Real-Time Delay Estimation in Overloaded Multiserver Queues with Abandonment. <i>Management Science</i>, 55(10), 2009, pp. 1729–1742.</li><li>3. Ibrahim, R. and W. Whitt. Real-Time Delay Estimation Based on Delay History with Time-Varying Arrivals. <i>Production and Operations Management</i>, 20(5), 2011, pp. 654–667.</li><li>4. Ibrahim, R. and W. Whitt. Wait-Time Predictors for Customer Service Systems with Time-Varying Demand and Capacity. <i>Operations Research</i>, 59(5), 2011, pp. 1106–1118.</li><li>5. Ibrahim, R. and P. L'Ecuyer. Forecasting Call Center Arrivals: Fixed-Effects, Mixed-Effects, and Bivariate Models. <i>Manufacturing and Service Operations Management</i>, 15(1), 2013, pp. 72–85.</li><li>6. Ibrahim, R., L'Ecuyer, P., Shen, H. and M. Thiongane. Inter-Dependent, Heterogeneous, and Time-Varying Service-Time Distributions in Call Centers. <i>The European Journal of Operational Research</i>, 250(2), 2016, pp. 480–492.</li><li>7. Ibrahim, R., Kucukyazici, B., Verter, V., Gendreau, M. and M. Bolstein. Designing Individualized Treatment: An Application to Anticoagulation Therapy. <i>Production and Operations Management</i>, 25(5), 2016, pp. 902–918.</li></ol>

8. Ibrahim, R., Ye, H., L'Ecuyer, P. and H. Shen. Modeling and Forecasting Call Center Arrivals: A Literature Survey and a Case Study. *The International Journal of Forecasting*, 32(3), 2016, pp. 865–874.
9. Ibrahim, R., Armony, M. and A. Bassamboo. Does the Past Predict the Future? The Case of Delay Announcements in Service Systems. *Management Science*, 63(6), 2017, pp. 1762–1780.
10. Ibrahim, R. Managing Queueing Systems where Capacity is Random and Customers are Impatient. *Production and Operations Management*, 27(2), 2018, pp. 207–383.
  - Honorable mention, 2015 Informs JFIG paper competition
11. Ibrahim, R. Sharing Delay Information in Service Systems: A Literature Survey. *Queueing Systems*, 89(1-2), 2018, pp. 49–79.
12. Ibrahim, R. and S. Kim. Is Expert Input Valuable? The Case of Predicting Surgery Duration. *Seoul Journal of Business*, 25(2), 2019, pp. 1–34.
13. Dong, J. and R. Ibrahim. Managing Supply in the On-Demand Economy: Flexible Workers, Full-Time Employees, or Both? *Operations Research*, 68(4), 2020, pp. 965–1284.
14. Bassamboo, A. and R. Ibrahim. A General Framework to Compare Announcement Accuracy: Static vs. LES-based Announcement. *Management Science*, 67(7), 2021, pp. 3985–4642.
15. Ibrahim, R., Kim, S. and J. Tong. Eliciting Human Judgment for Prediction Algorithms. *Management Science*, 67(4), 2021, pp. 1993–2656.
16. Dong, J. and R. Ibrahim. On the SRPT Scheduling Discipline in Many-Server Queues with Impatient Customers. *Management Science*, 67(12), 2021, pp. 7291–7950.
17. Ibrahim, R. Personalized Scheduling in Service Systems. *Queueing Systems: 100 Views on Queueing (SI)*, 100, 2022, pp. 445–447.
18. Momesso, T., B. Gokpinar, R. Ibrahim, and A. Boyle. The Effect of Removing the Four-Hour Access Standard in the ED: A Retrospective Observational Study. *Emergency Medicine Journal*, 40, 2023, pp. 630–635.
19. Estrada, A., Ibrahim, R. and D. Zhan. On Customer (Dis)honesty in Priority Queues: The Role of Lying Aversion. *Management Science*, 71(1), 2025, pp. 844–860.
  - Second place, 2021 Behavioral Operations Management Best Working paper
  - Finalist, 2021 Service Science IBM Best Student Paper (A. Estrada)
20. Dong, J. and R. Ibrahim. Shortest-Job-First Scheduling in Many-Server Queues with Impatient Customers and Noisy Service-Time Estimates. *Operations Research*, forthcoming.
21. Ravid, Y., R. Ibrahim, J. Hu, K. Pasupathy, D. Nestler, V. Sarhangian, and P. Afeche. Predicting Left-Without-Being-Seen in an Emergency Department as a Dynamic Risk. *American Journal of Emergency Medicine*, forthcoming.

REFEREED PROCEEDINGS AND BOOK CHAPTERS	<p>22. Ibrahim, R. and W. Whitt. Real-Time Delay Estimation in Call Centers. <i>Proceedings of the 40th Winter Simulation Conference</i>, 2008, pp. 2876–2883.</p> <p>23. Ibrahim, R. and W. Whitt. Delay Predictors for Customer Service Systems with Time-Varying Parameters. <i>Proceedings of the Winter Simulation Conference</i>, 2010, pp. 2375–2386.</p> <p>24. Ibrahim, R., L'Ecuyer, P., Regnard, N. and H. Shen. On the Modeling and Forecasting of Call Center Arrivals. <i>Proceedings of the Winter Simulation Conference</i>, 2012, pp. 23–35.</p> <p>25. Ibrahim, R. On Queues with a Random Capacity: Theory and Application. In: Hu M. (eds) <i>Sharing Economy</i>, Springer Series in Supply Chain Management, 6, 2019, pp. 279–316.</p>
UNDER REVIEW	<p>26. Afeche, P., Hu, J., Ibrahim, R. and V. Sarhangian. The Effects of Information Granularity on Abandonment and Congestion in Non-Stationary Priority Queues. Major revision at <i>Management Science</i>.</p> <p>27. Tuncalp, F., Ibrahim, R., Kim, S-H., and J. Tong. When Should Doctors and Patients Use Shared Decision-Making Under Bounded Rationality? Major revision at <i>Manufacturing and Service Operations Management</i>.</p> <p>28. Estrada, A., Ibrahim, R. and M. Kremer. Credibility and Effectiveness of Information Design in Service Operations. Major revision at <i>Management Science</i>.</p> <p>29. Liu, A., Dong, J. and R. Ibrahim. Fair and Efficient Scheduling with Stratified No-Show Prediction.</p>
PROFESSIONAL ACTIVITIES	<ul style="list-style-type: none"> <li>● <b>Associate editor</b> <ul style="list-style-type: none"> <li>2017– <i>Management Science (Stochastic Models and Simulation)</i></li> <li>2018–2024 <i>Operations Research (Stochastic Models; Operations and Supply Chains)</i></li> <li>2018–2024 <i>IIE Transactions (Stochastic Modelling)</i></li> <li>2019–2024 <i>Manufacturing and Service Operations Management</i></li> <li>2022– <i>Queueing Systems</i></li> </ul> </li> <li>● <b>Area editor</b> <ul style="list-style-type: none"> <li>2024– <i>Operations Research (Operations and Supply Chains)</i></li> </ul> </li> <li>● <b>Guest editor</b> <ul style="list-style-type: none"> <li>2023 <i>Queueing Systems: SI on Queues in Operations Management</i></li> </ul> </li> <li>● <b>Organizing committees</b> <ul style="list-style-type: none"> <li>2015 9th Young European Queueing Theorists workshop, Eurandom, Eindhoven, The Netherlands (with Fabio Cecchi and Florian Simatos)</li> <li>2016 Applied Probability Society cluster, INFORMS, Nashville, USA (with David Goldberg)</li> </ul> </li> </ul>

2018	StochMod, conference of the EURO working group on stochastic modeling, Lancaster, U.K. (with Peter Jacko)
2018	Service Management SIG workshop, MSOM, University of Texas at Dallas, USA (with Ming Hu)
2020	MSOM Service Operations Track, INFORMS, Maryland, USA (with Jing Dong)
2022	Service Management SIG workshop, MSOM, TU Munich, Germany (with Jing Dong)
2022-2023	SNAPP seminar series (with Chang-Han Rhee, Seva Shneer, Kuang Xu, and Yuan Zhong)
2023	Applied Probability Society conference (Nancy, France)
2024	Stochastic Networks conference (Stockholm, Sweden)
2024-2026	European Technology & Operations Management (TOM) seminar series (with Anna Saez de Tejada Cuenca, Spyros Zoumpoulis, and Alex Yang)
2025	Young European Queueing Theorists workshop, Eurandom, Eindhoven, The Netherlands (with Izzy Grosof and Fiona Sloothaak)
2024-2026	SNAPP seminar advisory committee (member)

- **Professional society roles**

2015-2017	Applied Probability Society council (member)
2019-2020	MSOM Society (secretary/ treasurer)
2023-2027	INFORMS publications committee (member)
2023-2025	Service Management Special Interest Group Chair for the MSOM Society

- **Ad-hoc referee**

Operations Research, Management Science (Distinguished service award 2014, 2018), Manufacturing and Service Operations Management (Meritorious service award 2017), Production and Operations Management, etc.

INVITED TALKS AT ACADEMIC INSTITUTIONS	2009	University of Montreal, The George Washington University (School of Business), University of British Columbia (Sauder)
	2010	University of Michigan (Ross), University of Rochester (Simon)
	2012	University of Alberta (School of Business), University of Groningen (Faculty of Economics and Business), Erasmus University (Rotterdam School of Management), Vrije Universiteit Amsterdam (Mathematics), Delft University (Applied Mathematics), London Business School, City University London (Cass), University College London (Management Science & Innovation )
	2013	Vrije Universiteit Amsterdam (Mathematics)
	2014	Eindhoven University of Technology (YEQT Workshop)
	2016	Durham University (Business School), Frankfurt School of Finance and Management, Oxford University (Said), London Business School, Northwestern University (Kellogg), University of Manchester (Mathematics)
	2017	Lancaster University (Management School), University of Edinburgh (Mathematics), Columbia University (IEOR, Applied Probability Day), University of Chicago (Booth), Indiana University (Kelley), University of Illinois at Urbana Champaign (College of Business), University of North Carolina at Chapel Hill (Kenan-Flagler, discussant at MSOM Service SIG)

	2018	MIT (Sloan), University of Texas at Austin (OR & IE), University of Southern California (Marshall), Stanford (GSB)
	2019	Imperial College London (Business School)
	2020	Birkbeck, University of London (Maths & Stats)
	2021	University of Toronto (Rotman), University of Luxembourg (Economics & Management), CUNY (Baruch College), European TOM Seminar Series, Indiana University (Kelley, discussant at MSOM Service SIG)
	2022	Chinese University of Hong Kong (DSE), VU Amsterdam (Mathematics), University of Western Ontario (Ivey), Cornell University (Stochastic Networks conference), UCLA (Anderson), Johns Hopkins University (Carey), Data-Driven Queueing Challenges II (multi-continent online workshop).
	2023	University of Bath (School of Management), University of Bristol (Mathematics), Imperial College London (Business School), Oxford (Said).
	2024	Carnegie Mellon University (Tepper), Royal Statistical Society (workshop on Queues and Applications), Durham (Business school), Data-Driven Queueing Challenges conference (Eurandom).
	2025	Bristol University, INSEAD (TOM), University of Michigan (Ross), Stanford (GSB), Berkeley (Haas), HEC (IS&OM), 2nd London Operations Research Day (Oxford University), London Business School (discussant at MSOM Service SIG).
	2026 (invited)	Nova SBE (Lisbon), University of Luxembourg (Economics & Management), University of Miami (Herbert Business School), Eurandom (40 years of QUESTA workshop).
KEYNOTE PRESENTATIONS	2023	CORS Virtual Micro-Event, Canadian Operations Research Society.
	2024	Dutch conference on the Mathematics of Operations Research, Soesterberg, The Netherlands.
	2024	New2OR conference, London, U.K.
	2026	StochMod conference, Amsterdam, The Netherlands.
TEACHING	<b>Stony Brook University</b> Precalculus (undergraduate)	
	<b>Columbia University</b> Probability (undergraduate)	
	<b>University College London</b> Mathematical Foundations of Management (undergraduate) Stochastic Modelling (Ph.D.)	
	<b>London Business School (as Guest Lecturer)</b> Operations Management (MBA, core course)	
SUPERVISION	<b>Doctoral students</b> Arturo Estrada (co-supervisor: Dongyuan Zhan, 2018 - 2024). First placement: Catolica-Lisbon School of Business and Economics Tomas Momesso (co-supervisor: Bilal Gokpinar, 2020 - ) Yamin Sarhaddi (co-supervisor: Kenan Arifoglu, 2025 - )	
	<b>Postdoctoral students</b> Junqi Hu (2020 - ), joint with Philipp Afeche and Vahid Sarhangian	

Feray Tuncalp (2021 - 2024), joint with Song-Hee Kim and Jordan Tong

**PhD committees**

Ioannis Fragkos (UCL School of Management), Ryan Palmer (UCL, Mathematics), Wenyi Qin (Edinburgh, Mathematics), Xiaojia Guo (UCL School of Management), Sidika Tunc (UCL School of Management), Amalia Gjerloev (UCL, Mathematics), Naireet Ghosh (LBS).

PATENTS	“Method for predicting call waiting times.” 2012. US Patent 8,311,208 (with P. Tendick).	
INTERNAL SERVICE (AT UCL)	2012–2013	Coordinator of the Management Science program (Mathematics track) Departmental representative for Integrated Engineering Program (IEP)
	2015–2020	Seminar series organizer
	2016	O&T area reading group organizer
	2021–	Head, Operations & Technology Group
PREVIOUS POSITIONS	2007	Deutsche Bank, summer associate, Global Markets
	2009	Avaya Research Labs, research scientist, Data Analysis department
	2010–2011	Bell Canada, consultant
	2010	University of Montreal, postdoctoral fellow (with P. L’Ecuyer)
	2011	McGill University, postdoctoral fellow (NSERC CREATE Program)