

## SUSAN FENG LU

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### EDUCATION

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2009            **Northwestern University**, Kellogg School of Management, Evanston, IL  
Ph.D., Managerial Economics and Strategy (MEDS)  
2003            **Beijing University**, Beijing, China  
M.A., in Economics  
2000            **Beijing University**, Beijing, China  
B.A., in Economics and International Relations

### ACADEMIC EXPERIENCE

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2014-present    **Purdue University**, Krannert School of Management, West Lafayette, IN  
Assistant/Associate Professor (with tenure) of Management  
Area PhD Advisor  
2017-present    **Purdue University**, Regenstrief Center for Healthcare Engineering, West Lafayette, IN  
Affiliated Faculty of Healthcare Engineering  
2018            **Beijing University**, Beijing China  
Visiting Scholar at the National School of Development  
2014-2016       **Northwestern University**, Kellogg School of Management, Evanston, IL  
Visiting Scholar at the Department of Management and Strategy  
2008-2014       **University of Rochester**, W. Simon Graduate School of Business, Rochester, NY  
Assistant Professor of Economics and Management  
(*Maternity leave in AY2009-2010 and AY2012-2013*)

### RESEARCH INTERESTS

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- Healthcare Management and Analytics: staffing management, quality management, machine learning
- Nonprofit Management: patient routing, donations
- Innovation: technology adoption, health IT, scientific production

### JOURNAL PUBLICATIONS

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1. Jin, G. Z. and S.F. Lu, "Toward a More Scientific Science: Retraction and Reputation", **Science**, 361(6408), 1194-1197
2. Jin, G. Z., B. Jones, S.F. Lu and B. Uzzi, "The Reverse Matthew Effect: the Consequences of Retraction in Scientific Teams", **Review of Economics and Statistics**, forthcoming.
  - Recommended by [Freakonomics](#) and reported by [Retraction Watch](#)

3. Zhang N., Y Zhou, B Zhang, S.F. Lu, C. Copeland and J. Gurwitz. "Body Mass Index, Falls and Hip Fractures Among Nursing Home Long-Stayers", **Journal of Gerontology** (IF 5.957), forthcoming
4. Lu, L.X. and S.F. Lu. "Distance, Quality or Relationship? Interhospital Transfer of Heart Attack Patients", **Production & Operations Management**, forthcoming
5. Angrist, J., P. Azoulay, G. Ellison, R. Hill and S. F. Lu. "Inside Job or Deep Impact? Using Extramural Citations to Assess the Value of Economics", **Journal of Economics Literature**, forthcoming
  - Media Covered by [NBER Digest](#) and [VOX](#)
6. Lu, S.F., H. Rui and A. Seidmann. 2018. "Does Technology Substitute for Nurses? Staffing Decisions in Nursing Homes" (Previously circulated as "Is Technology Eating Nurses? Staffing Decisions in Nursing Homes"), **Management Science**, 64(4), 1842-1859
  - Won the *WHITE* best paper award in 2015
7. Lu, S.F., L.X., Lu, S.C. Smith and X. Dai. 2018. "Acute Myocardial Infarction in Patients with Paraplegia: Characteristics, Management and Outcomes", **American Journal of Medicine** (IF 5.550), 131(5), 574.e1-574.e11.
8. Lu, S.F. and H. Rui. 2018. "Can We Trust Online Physician Ratings? Evidence from Cardiac Surgeons in Florida", **Management Science**, 64(6), 2557-2573
  - Won the *NET* Institute Summer Grant in 2014
9. Dai X., S.F. Lu, L.X., Lu and S.C. Smith. 2018. "Acute Myocardial Infarction in Patients with Paraplegia: PCI or CABG?" **JACC: Cardiovascular Intervention** (IF 8.841), 11(4), S8-S9.
10. Angrist, J., P. Azoulay, G. Ellison, R. Hill and S. F. Lu. 2017. "Economic Research Evolves: Fields and Styles." **American Economic Review Papers & Proceedings**, 107(5), 293-97.
11. Brickley, J. A., S. F. Lu and G. J. Wedig. 2017. "Malpractice Laws and Incentives to Shield Assets: Evidence from Nursing Homes." **Journal of Empirical Legal Studies**, 14(2), 301-32.
12. Lu, S.F. and L.X. Lu. 2017. "Do Mandatory Overtime Laws Improve Quality? Staffing and Operational Flexibility in Nursing Homes", **Management Science**, 63(11), 3566–3585.
  - Finalist, Pierskalla Award by INFORMS Health Applications Society in 2016
  - Media covered by [Healthcare Value Hub](#)
13. Lu, S. F. 2016. "The Role of Donations in Quality Disclosure Evidence from Nonprofit Nursing Homes." **American Journal of Health Economics**, 2(4), 431-62.

- AJHE, introduced in 2015, is a flagship journal of American Society of Health Economists (ASHE) and perceived as a top journal in the field of health economics.
14. Sun, T. S., S. F. Lu and G. Z. Jin. 2016. "Solving Shortage in a Priceless Market: Insights from Blood Donation." **Journal of Health Economics**, 48, 149-65.
    - Featured on Nobel Prize Laureate Al Roth's blog - [Market Designer](#) and in NBER News
    - JHE is a top journal in the field of health economics with impact factor 2.373.
  15. Zhang, N., S. F. Lu, B. Xu, B. X. Wu, R. Rodriguez-Monguio and J. Gurwitz. 2016. "Health Information Technologies: Which Nursing Homes Adopted Them?" **Journal of the American Medical Directors Association**, 17(5), 441-47.
    - JAMDA is a top journal in the field of long term care with impact factor 6.616.
  16. Lu, S. F., G. Z. Jin, B. Uzzi and B. Jones. 2013. "The Retraction Penalty: Evidence from the Web of Science." **Nature Scientific Reports**, 3.
    - Media covered by [Nature](#) and [Retraction Watch](#)
  17. Lu, S. F. and G. J. Wedig. 2013. "Clustering, Agency Costs and Operating Efficiency: Evidence from Nursing Home Chains." **Management Science**, 59(3), 677-94.
  18. Lu, S. F. and D. Dranove. 2013. "Profiting from Gaizhi: Management Buyouts during China's Privatization." **Journal of Comparative Economics**, 41(2), 634-50.
  19. Lu, S. F. 2012. "Multitasking, Information Disclosure, and Product Quality: Evidence from Nursing Homes." **Journal of Economics & Management Strategy**, 21(3), 673-705.
    - Won the ASHE best student paper award in 2008
    - JEMS is a top journal in the field of *Strategy*.
  20. Lu, S. F. and Y. Yao. 2009. "The Effectiveness of Law, Financial Development, and Economic Growth in an Economy of Financial Repression: Evidence from China." **World Development**, 37(4), 763-77.

#### **WORKING PAPERS UNDER REVIEW/REVISION**

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21. "Does Competition Improve Quality? The Case of Nursing Homes where Public and Private Payers Coexist" (with Gerard Wedig, Konstantinos Serfes and Bingxiao Wu), **Management Science**, *reject and resubmit*
22. "Does Telemedicine Reduce Emergency Department Congestion? Evidence from New York State" (with Huaxia Rui and Shujing Sun), **Information System Research**, *major revision*

23. “Body Mass Index and 30-day Adverse outcomes among Newly Admitted Residents to Skilled Nursing Facilities” (with Ning Zhang, Yanhua Zhou, Bo Zhang, Sybil Crawford and Jerry H. Gurwitz), **Journal of the American Medical Directors Association**, *conditionally accepted*
24. “Medicare Payment to Skilled Nursing Facilities: The Consequences of the Three-Day Rule” (with Ginger Jin and Ajin Lee)
  - Media covered by [Skilled Nursing](#)
25. “Quality Ratings and Senior Management Turnover: Evidence from Nursing Homes” (with Jim Brickley and Gerard Wedig)
26. “Tort Reform, Chaining and Quality in the Nursing Home Industry” (with Jim Brickley and Gerard Wedig)

#### **WORK IN PROGRESS FOR JOURNAL SUBMISSION**

27. “An Analytics Approach to Predicting Treatment Effectiveness: Inter-hospital Transfer of Heart Attack Patients” (with Qi Annabelle Feng and J. George Shanthikumar)
28. “Does Conversion to For-profit Ownership Improve Financial Performance: Evidence from U.S. Nursing Homes” (with Lauren Lu)
29. “Acquisitions and Divestures in the U.S. Nursing Home Industry” (with Kejia Hu and Lauren Lu)
30. “Nurse Allocation and China Blood Donation” (with Ginger Jin, Wilson Lin and Tianshu Sun)

#### **CONFERENCE PROCEEDINGS**

31. “Ownership, Branding and Multiple Audience Concerns: Evidence From Nursing Homes” (with Jim Brickley and Gerard Wedig), 2013, *Academy of Management Proceedings*

#### **RESEARCH GRANTS AND AWARDS**

2018	Young Researcher Best Paper Runner-up, Conference on Health IT and Analytics
2016	Finalist, Pierskalla Award by INFORMS Health Applications Society
2016	Purdue Research Foundation (PRF) Grant
2016	John & Mary Willis Young Faculty Scholar Award
2015	Workshop on Health IT and Economics (WHITE) Best Paper Award
2014	The NET Institute Summer Grant for the project on online physician ratings
2014	Early Career Investigator by the NIH-funded HMORN Conference
2010-2012	BSOS Seed Grants for the project on scientific misconducts
2008	American Society of Health Economists (ASHE) Biennial Student Paper Award
2003-2007	Kellogg School of Management Fellowship

## **INVITED SEMINAR PRESENTATIONS**

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- Lehigh University, School of Business (February, 2019)
- Beijing University, School of Economics (December, 2018)
- Southwestern University of Finance and Economics, School of Public Policy (December, 2018)
- Tianjin University, School of Economics and Management (November, 2018)
- Shanghai Jiao Tong University, School of Mechanical Engineering (November, 2018)
- Shanghai Jiao Tong University, Antai School of Economics and Management (November, 2018)
- Nanjing University, School of Management and Engineering (November, 2018)
- Nanjing Audit University, Institute of Urban Development (November, 2018)
- Nanjing University, School of Business (November, 2018)
- China Academy of Social Sciences (October, 2018)
- Central University of Finance and Economics (September, 2018)
- Nottingham University at Ningbo (July, 2018)
- Southwestern University of Finance and Economics, School of Economics (June, 2018)
- University of Virginia, Darden School of Business (April, 2018)
- Rutgers University, Supply Chain Analytics Lab and Department of Supply Chain (March, 2018)
- University of Minnesota, Carlson School of Management (February, 2018)
- Hong Kong University of Science and Technology, Department of Industrial Engineering and Logistics Management (November, 2017)
- Hong Kong University, School of Business (November, 2017)
- National University of Singapore, NUS Business School (November, 2017)
- University of Minnesota, Carlson School of Management (October, 2017)
- Case Western Reserve University, Weatherhead School of Management (November, 2014)
- Harvard University, Harvard Business School (November, 2014)
- University of Chicago, Department of Public Health Science (October, 2014)
- Drexel University, LeBow College of Business (October, 2014)
- Purdue University, Krannert School of Management (January, 2014)
- Indiana University Purdue University Indianapolis, Department of Economics (April, 2013)
- Lehigh University, College of Business and Economics (September, 2011)
- Compass Lexecon Economic Consulting (February, 2008)
- Queen's University, Department of Economics (February, 2008)
- University of Rochester, W. Simon Graduate School of Business (January, 2008)
- Charles River Economic Consulting (January, 2008)
- Cornerstone Economic Consulting (January, 2008)

## **INVITED WORKSHOP PRESENTATIONS**

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- Hong Kong University Healthcare Workshop (June, 2018)
- Harvard Kennedy School, Review of Economics and Statistics Centenary Conference (March, 2018)
- University of North Carolina at Chapel Hill, [Business of Healthcare Conference](#) (October, 2017)
- University of North Carolina at Chapel Hill, [Economics of Aging Workshop](#) (June, 2017)

- Stanford University, [SIEPR and NBER](#) (March, 2017)
- Indiana University, Patient-centric Healthcare Management Workshop (November, 2015)
- University of Illinois at Chicago, Midwest Health Economics Workshop (April, 2010)

### **INVITED COMPANY PRESENTATIONS**

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- Castlight Health, “Online Ratings and Clinical Outcomes of Cardiac Surgeons” (December, 2017)
- Microsoft Research, “The Evolution of Knowledge and Machine Learning” (July, 2017)

### **CONFERENCE PRESENTATIONS**

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- “An Analytics Approach to Predicting Treatment Effectiveness: Inter-hospital Transfer of Heart Attack Patients”
  - 2018 Informs, 2018 POMS
- “Does Competition Improve Quality? The Case of Nursing Homes where Public and Private Payers Coexist”
  - 2018 Informs, 2018 IIOC
- “The Unintended Consequences of Medicare Payment to Skilled Nursing Facilities”
  - 2018 American Society of Health Economics Biennial Conference
  - 2018 Bates White Life Sciences Symposium
- “Distance, Quality or Relationship? Inter-hospital Transfer of Heart Attack Patients”
  - 2018 Informs, 2017 Informs, 2017 Informs Health, 2017 MSOM, 2017 POMS, 2016 Informs
- “Inside Job or Deep Impact? Using Extramural Citations to Assess the Value of Economics”
  - 2017 American Economic Association Annual meeting
- “Do Mandatory Overtime Laws Improve Quality? Staffing and Operational Flexibility in Nursing Homes”
  - 2018 Informs, 2017 Informs Health, 2017 MSOM, 2016 POMS, 2016 Informs, 2015 Informs, 2015 POMS, 2015 Informs Healthcare
- “Does Technology Substitute for Nurses? Staffing Decisions in Nursing Homes” (Previously circulated as “Is Technology Eating Nurses? Staffing Decisions in Nursing Homes”)
  - 2017 POMS, 2017 International Industrial Organization Conference, 2017 NBER Spring, 2015 POMS, 2015 Informs, 2015 MSOM, 2015 NBER Summer, 2015 CIST, 2015 Workshop on Health Information and Technology
- “Can We Trust Online Physician Ratings? Evidence from Cardiac Surgeons in Florida”

- 2017 Informs, 2016 POMS, 2015 American Economic Association Annual meeting, 2014 International Industrial Organization Conference
- “Ownership, Branding and Multiple Audience Concerns: Evidence From Nursing Homes”
  - 2015 American Economic Association Annual meeting, 2014 American Society of Health Economics Biennial Conference
- "Clustering, Agency Costs and Operating Efficiency: Evidence from Nursing Home Chains."
  - 2011 Academy of Management

### **TEACHING EXPERIENCE**

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- Service Operations Management (MBA, MGMT564, Purdue University)
- Operations Management (Undergraduates, MGMT 361, Purdue University)
  - Undergraduate Outstanding and Distinguished Teacher: 2015 Spring, 2015 Fall, 2016 Spring, 2017 Spring
- Empirical IO and Machine Learning (Beijing University)
- Health Management and Strategy (MBA/MD,STR/HSM430, University of Rochester)
- Strategic Decision Making: Theory and Practice (EMBA/MBA, STR422, University of Rochester)
- Advanced Game Theory (PhD, AEC 512, University of Rochester)
- Business Economics in Health Care Industry (MBA/MD,HSM420, with G. J. Wedig, University of Rochester)

### **CURRICULUM DEVELOPMENT**

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- Developed MGMT564 for MBA students focusing on service operations and analytics.
- Co-designed MGMT 361 Operations Management (undergraduate) with P. Shi and M. Lu to reflect the advancement in business models and techniques for related subjects.
- Developed AEC512 for PhD students focusing on advanced game theory.
- Developed STR/HSM430 for MBA and MD students focusing on healthcare innovation and making analytical solutions from the healthcare data.
- Redesigned STR422 for EMBA and MBA students to combine game theory and real world business cases in the course.
- Co-designed HSM420 with G. J. Wedig for MBA and MD students focusing on healthcare policies, insurance plans and reimbursement mechanism.

### **PROFESSIONAL SERVICES**

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- Senior Editor, Productions and Operations Management, 2017 - present
- Associate Editor, Naval Research Logistics Healthcare Management Special Issue, 2018 - present
- Chair, INFORMS Annual Conference, MSOM Healthcare Operations SIG track (2018)
- Chair, POMS Annual Conference, Service Operations track (2019)

- Judge, POMS College of Healthcare Student Competition, 2016, 2017, 2018
- Session Chair
  - POMS Annual Meeting, 2015, 2016, 2017
  - INFORMS Annual Meeting, 2015, 2016, 2018
  - ASHE Biennial Conference, 2014
  - IIOC Annual Meeting , 2010, 2011, 2016
- Referee for *Management Science, Manufacturing & Service Operations Management, Production & Operations Management, American Journal of Health Economics, Economic Inquiry, European Economics Review, Health Economics, Information System Research, International Journal of Health Economics and Management, International Journal of Industrial Organization, Journal of Economics and Management Strategy, Journal of Economics and Organizational Behavior, Journal of Human Resources, Journal of Industrial Economics, Journal of Labor Economics, Journal of Transaction Economics, Journal of Medical Internet Research, Review of Industrial Organization, Southern Economic Journal, World Development and China Economics Review*
- Grant Reviewer for *Social Sciences and Humanities Research Council of Canada*
- Member of INFORMS, MSOM, POMS, American Society of Health Economists (ASHE), Industrial Organization Society (IOS), Academy of Management(AOM) and American Economic Association (AEA)

## **SERVICE AND UNIVERSITY OUTREACH ACTIVITIES**

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- Services at Purdue University
  - Served in the RCHE Faculty Search Committee (2017-2018)
  - Participated in the meeting with the CEO of John Deere (2017)
- Services at Krannert School of Management
  - Digital Footprint Committee Chair (2018 Aug - present)
  - Area PhD Advisor (2018 Aug - present)
  - Attended Delta Sigma Pi Faculty Lunch (2018)
  - Assisted in PhD Admissions (2018)
  - Participated in the Krannert Dean's Strategy Session (2018)
  - Had the mentoring lunch with Purdue undergraduates (2017)
  - Attended the SC&OM Faculty Search meetings (2016-2017)
  - Participated in the MS GSCM student orientation (2015, 2016, 2017)
  - Served in the CIBER 7th Doctoral Consortium Meeting on International Operations Management (2015)
  - Served in the Digital Footprint Committee (2017)



- Prepared for research videos to promote school research (2017)
  - Prepared the PPT of the description of MGMT 361 operations management for undergraduate course introduction (2017)
  - Attended the BIAC board meeting (2017)
  - Met a Marketing faculty candidate and attended his seminar (2017)
  - Met alumni/donors (e.g. Mr. Aaron Lai) who are interested in healthcare and attended their talks (2016)
  - Served as the MGMT 361 Operations Management Course Coordinator (2015, 2018)
  - Participated in the Undergraduate SCIA major orientation in the “Krannert Day” (2015-2017)
  - Attended the Krannert Women Faculty/Staff meetings (2015)
  - Attended the Arnett-Purdue Brownbag Incubator and met with medical providers from the IU-Arnett hospital (2015)
  - Participated in the PHD student orientation and welcome dinner party (2014-2017)
- Services at University of Rochester
    - Served in the MBA Administrative Committee (2009-2014)
    - Participated in developing the Master Curriculum for the Healthcare Area (2009-2014)
    - Advised MBA students on job search and course selection
    - Served as the Faculty advisor for the MBA Healthcare Club
    - Served as the Strategic Decision Making: Theory and Practice (EMBA/MBA, STR422) Course Coordinator (2011-2014)
    - Served as the Health Management and Strategy (MBA, STR/HSM430) Course Coordinator (2011-2014)
    - Served as the Advanced Game Theory (PhD, AEC 512) Course Coordinator (2014)

## **MENTORING SERVICES**

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- PhD Thesis External Examiner: Rajib L Saha, University of Rochester (2013, placed at the Indian School of Business)
  - PhD Thesis Committee Member: Zhongjie Ma, Purdue University (expected 2018)
  - PhD Thesis Committee Member: Yuanchen Li, Purdue University (expected 2019)
  - Served as a faculty advisor for the student organization “PurFit”
- Engaged in mentoring doctoral students
    - Discussed with students on their research projects
    - Polished their working papers and provided comments
    - Suggested relevant books, articles and data
  - Advised the master students on the case competition
    - Set up the framework for analysis
    - Attended case discussion

- Engaged undergraduate students on their facility visit projects
  - Sketched the study designs for 95 group projects
  - Attended project discussion in each group
  
- Advised undergraduate students on course selection and job search