

Hallie S. Cho

E: hallie.cho@vanderbilt.edu
T: (617) 807-0652
401 21st Avenue South, Nashville, TN 37203

ACADEMIC POSITIONS

Owen Graduate School of Management, Vanderbilt University
Assistant Professor of Operations Management

Nashville, TN
2019- Present

EDUCATION

INSEAD Fontainebleau, France & Singapore
Ph.D. in Management Science (Technology and Operations Management) 2019

MASSACHUSETTS INSTITUTE OF TECHNOLOGY Cambridge, MA
S.M. in Mechanical Engineering 2012

MASSACHUSETTS INSTITUTE OF TECHNOLOGY Cambridge, MA
S.B. in Mechanical Engineering 2010
S.B. in Management Science 2010

RESEARCH INTERESTS

Perceived Quality, New Product Development, Technology Management, On-line Product Forums

PUBLICATIONS

Cho HS, Sosa M, Hasija S. (2021). Reading between the Stars: Understanding the Effects of Online Customer Reviews on Product Demand. *Manufacturing & Service Operations Management*
<https://doi.org/10.1287/msom.2021.1048>

WORKING PAPERS

Cho HS, Hasija S, Sosa M. (2023). How Important is Design for the Automobile Value Chain?
Available upon request.

Cho HS, Kaava D. (2023). A Moment for Reflection: De-biasing Service Evaluations
Available upon request.

Cho HS, Hu K, Karacaoglu N, Xu X, Qu A. The Psychology of Virtual Queue: When Waiting Feels Less Like Waiting
Available upon request. Major Revision at M&SOM

Cho HS, Kaligotra C, Macal C, Stevens A, Wolf M. Indices for Social Media Risk
Available upon request.

RESEARCH IN PROGRESS

Best in Class: The Effect of Relative Perceived Quality On Demand in the U. S. Automobile Industry

Assessing the Long Run Accuracy of Early Product Quality Evaluations. *With Vivek Choudhary*

Prioritizing Product Updates Using Customer Feedback

Effect of Anthropomorphizing AI Chatbots on Perception of Performance. *With Dawson Kaava and Anastasia Usova*

The Effect of Delivery Platform Entry on Restaurant Service Quality, *with Kejia Hu, Hao Cao, and J.Q. Hu*

Analyst Forecast Dispersion and Complex Supply Chain Networks, *with James O'Donovan*

Capturing the Momentum: Dynamics of Disinformation Campaigns on Social Media Networks.
With Chaitanya Kaligotla

Herding Social Movements: The Effect of Firm Involvement on Narrative Emergence, *with Jamie Seoyeon Song*

INVITED CONFERENCE PRESENTATIONS AND RESEARCH SEMINARS

A Moment for Reflection: De-biasing Service Evaluation

INFORMS Annual Meeting. Phoenix, AZ 2023

INFORMS Annual Meeting. Indianapolis, IN 2022

MSOM Conference. Munich, Germany 2022

Faculty Research Seminar. Berlin, Germany 2022

Best in Class: The Effect of Relative Perceived Quality On Demand in the U. S. Automobile Industry

INFORMS Annual Meeting. Seattle, WA 2019

INFORMS Annual Meeting. Virtual 2021

Reading between the Stars: Understanding the Effects of Online Customer Reviews on Product Demand

Faculty Research Seminar. Nanyang Business School. NTU Singapore. Virtual 2021

INFORMS Annual Meeting. Virtual 2020

INFORMS Annual Meeting. Pheonix, AZ, 2018

MSOM Conference. Dallas, TX, 2018

INFORMS Annual Meeting. Houston, TX, 2017

Wharton-INSEAD Alliance PhD Consortium. Philadelphia, PA, 2017

INFORMS Annual Meeting. Nashville, TN, 2016

How Important is Design for the Automobile Value Chain?

INFORMS Annual Meeting. Seattle, WA 2019

MSOM Conference. Dallas, TX, 2018

AOM Annual Meeting. Anaheim, CA, 2016

MSOM Conference. Auckland, New Zealand, 2016

If at First You Don't Succeed: Learning and Aspiration Level Adjustment in Venture Fundraising on Kickstarter

INFORMS. Philadelphia, PA, 2015

Wharton-INSEAD Alliance PhD Consortium. Philadelphia, PA, 2015

AOM Annual Meeting. Vancouver, Canada, 2015

PEER-REVIEWED CONFERENCE ARTICLES

G.D. Tao, H.S. Cho, D. Frey, A.G. Winter, V. "Design of a Low-Cost Autoclave for Developing World Health Clinics." 9th International Conference on Design Education, ASME IDETC/CIE 2012. Paper# DETC2012-71435.

AWARDS AND HONORS

INSEAD Certificate of Recognition for Teaching Excellence	2016
INSEAD Doctoral Fellowship	2013-2018
MIT D-LAB Scale-Up Phase II Fellowship	2013
TATA Social Enterprise Challenge, Runner Up	2013
XEROX Fellowship, one of five fellows selected from MIT School of Engineering	2012
SUTD-MIT International Design Center Research Grant Recipient	2012
MIT MISTI India Innovation Fund Recipient	2012

James Dyson Award Semi-Finalist (International) and National Finalist (USA)	2012
Winner of MIT IDEAS Competition	2011 & 2012
MIT International Development Initiative Technology Dissemination Fellowship	2011
Selected for Italian Ministry of Education's exchange program to teach STEM in Italy	2011
Selected to attend MIT Leadershape Institute	2008
Outstanding Community Service Award, 1500+ hours of service as a volunteer EMT	2006

TEACHING

Vanderbilt University, Undergraduate Program Managing Operations, Instructor	2021-Present
Owen, Vanderbilt University, MBA Program Business Analytics (Elective), Instructor	2020-Present
Owen, Vanderbilt University, MACC Program Data & Analytics in Business (Elective), Instructor	2020-Present
INSEAD, MBA Program Organization 2.0 Tutorials (Elective), Course Instructor	Spring 2019
Organization 2.0 (Elective), Teaching Assistant	Spring 2018
Production and Operations Management Tutorials (Core), Course Instructor	Fall 2015
INSEAD, PhD Program Econometrics Tutorials (Core), Course Instructor	Spring 2016
MASSACHUSETTS INSTITUTE OF TECHNOLOGY, Undergraduate Program 2.009 Product Engineering Process (Core), Teaching Assistant	Fall 2010

SERVICE

Ad-hoc referee for <i>Manufacturing & Service Operations Management</i>	
Ad-hoc referee for <i>Production and Operations Management</i>	
MIT Educational Counselor	2015-present
Vanderbilt MAcc Program Advisory Committee	2021-present
Vanderbilt OMQM Faculty Search Committee	2022
PITM Student Paper Competition Judge	2022

INDUSTRY EXPERIENCE

Co-Founder/CEO. OttoClave. (US based with operations in Nepal, India, & Chile) OttoClave is an innovative, voice enabled pressure cooker based medical sterilization system for resource limited health clinics developed by Hallie Cho and Greg Tao during their master's program at MIT. Post graduation, the co-founders incorporated the company to commercialize the product. Raised 200K+. Designed and implemented strategies for a pilot production. Managed a team of 7. Received official endorsement from the Prime Minister of Nepal. Ran field trials at 48 rural and remote clinics in Nepal. Established a partnership with TTK Prestige (largest pressure cooker manufacturer in India)	2011-2013
Data Santa. Smarterer. Boston, MA	2011-2012

Smarterer is a crowdsourced skills test company that raised \$11M from Google Ventures, True Ventures, and others. Acquired for \$75M in 2014.

Analyzed user data to discover behavior patterns, conducted usability testing sessions and translated findings into development tasks, and led the content management team of 3 interns and over 300 contractors