

Freddy LIM

CONTACT	INSEAD 1 Ayer Rajah Avenue, Singapore 138676 Boulevard de Constance, 77305 Fontainebleau, France	 freddy.lim@insead.edu  https://freddylim.me  Singapore citizen
EDUCATION	INSEAD PhD, Management (Decision Sciences)	2018 - 2024 (<i>expected</i>)
	The University of Chicago MS, Financial Mathematics	2012 - 2014
	National University of Singapore BEng (Hons), Mechanical Engineering	2004 - 2008
RESEARCH INTERESTS	<i>Context:</i> Empirical operations management, digital platforms, behavioral modeling, loyalty programs, technology, judgment & decision making <i>Methodology:</i> Econometrics, Bayesian modeling, machine learning	
TEACHING INTERESTS	Business analytics, data science, business statistics, judgment & decision making	
WORKING PAPERS	[1] Freddy Lim , So Yeon Chun, Ville Satopää (2023) Loyalty Currency and Mental Accounting: Do Consumers Treat Points Like Money? [SSRN] <ul style="list-style-type: none">• Minor Revision at Manufacturing & Service Operations Management.	
WORKS IN PROGRESS	[2] Freddy Lim , So Yeon Chun. Algorithmic Pricing and Consumer Payment Choices. [3] Freddy Lim , So Yeon Chun. Loyalty Points Purchase and Consumer Point Usage Behaviors.	
TEACHING (<i>Mean evaluation scores in italics.</i>)	Tutorial instructor, INSEAD Executive MBA (<i>4.6/5</i>) Uncertainty, Data and Judgment (statistics, regression, heuristics and biases): Sep 2020 Tutorial instructor, INSEAD MBA (<i>4.5/5</i>) Data Science for Business (classification, regression and clustering): May 2023 Uncertainty, Data and Judgment: Jan 2022, Sep 2021, Jan 2021, Sep 2019 Teaching Preparation Program, INSEAD 2020 Completed 5 day training program that prepares PhD students for seminar style teaching.	
PROFESSIONAL EXPERIENCE	Postgraduate management associate, Market risk analyst, OCBC Bank Led various market risk projects that analyzed and stress tested the bank's trading portfolio and capital adequacy.	2014 - 2017
	Aeronautical engineer, Pratt & Whitney Performed engineering analyses for commercial jet engine repairs; Led business process improvement projects.	2009 - 2014
	Project engineer, Defence Science & Technology Agency Managed a military UAV systems acquisition and integration project.	2008 - 2009

RESEARCH TALKS	European Technology and Operations Management Seminar Series (virtual, <i>upcoming</i>) [Details & Zoom Registration]	4 Dec 2023
	INFORMS Annual Meeting (Phoenix), M&SOM Conference (Montreal)	2023
	European Decision Sciences Seminar Series, INFORMS Annual Meeting (Indianapolis), M&SOM Conference (Munich), RM&P Conference	2022
	INFORMS Annual Meeting, M&SOM Conference, RM&P Conference	2021
AWARDS	Teaching Excellence Award, INSEAD	2022
	PhD Fellowship, INSEAD	2018 - 2023
SERVICE	PhD student representative, Decisions Sciences area, INSEAD	2021 - 2023
	Co-chair, Empirical and Behavioral Operations Management session, INFORMS Annual Meeting	2022
	Ad-hoc reviewer, INFORMS Behavioral Operations Management Best Working Paper Competition	2022 - 2023
COMPUTING	R, Python, Stata, MATLAB, C++	

Last updated October 2023.