Freddy LIM

CONTACT	INSEAD 1 Ayer Rajah Avenue, Singapore 138676 Boulevard de Constance, 77305 Fontainebleau, France	✉ freddy.lim@insead.edu 🧍 https://freddylim.me

EDUCATION

INSEAD — 2018 - 2024 *(expected)*
PhD, Management (Decision Sciences)

The University of Chicago — 2012 - 2014
MS, Financial Mathematics

National University of Singapore — 2004 - 2008
BEng (Hons), Mechanical Engineering

RESEARCH INTERESTS

Context: Empirical operations management, information systems, digital platforms, behavioral modeling, loyalty programs, judgment & decision making

Methodology: 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]

- 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

Data Science for Business
Tutorial instructor, INSEAD MBA *(May 2023)*

Uncertainty, Data and Judgment
Tutorial instructor, INSEAD Executive MBA *(Sep 2020)*
Tutorial instructor, INSEAD MBA *(Jan 2024, Jan 2022, Sep 2021, Jan 2021, Sep 2019)*

PROFESSIONAL EXPERIENCE

Postgraduate management associate, Market risk analyst, **OCBC Bank** — 2014 - 2017
Led various market risk projects that analyzed and stress tested the bank's trading portfolio and capital adequacy.

Aeronautical engineer, **Pratt & Whitney** — 2009 - 2014
Performed engineering analyses for commerical jet engine repairs; Led business process improvement projects.

Project engineer, **Defence Science & Technology Agency** — 2008 - 2009
Managed a military UAV systems acquisition and integration project.

RESEARCH TALKS	European Technology and Operations Management Seminar National University of Singapore The Chinese University of Hong Kong, Shenzhen The University of Hong Kong INFORMS Annual Meeting, Phoenix M&SOM Conference, Montreal	2023
	European Decision Sciences Seminar 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++	