

Setareh Farajollahzadeh

CONTACT INFORMATION

Email: setareh.farajollahzadeh@rotman.utoronto.ca

Cellphone: +1-6479824405

RESEARCH INTEREST

- **Socially Responsible Operations Management**
 - **Revenue Management:** Data-driven pricing; Learning; Statistics
-

EDUCATION

- **Ph.D. in Operations Management,** 2017 - 2023 (Expected)
Rotman School of Management, University of Toronto (UofT)
 - **Master of Business Administration (MBA),** 2014 - Feb 2017
Sharif University of Technology, Tehran, Iran (SUT)
 - **B.Sc. in Industrial Engineering,** 2010 -2014
Sharif University of Technology, Tehran, Iran (SUT)
-

HONORS AND AWARDS

- **Travel Grant,** of Canadian Operational Research Society May 2022
 - **Travel Grant,** of Canadian Operational Research Society May 2019
 - **Fellowship,** of Rotman School of Business for PhD program 2017-2022
 - **Honored student,** as Exceptional Talents of SUT for MBA Program 2014
Entering the program without entrance exam.
 - **Fellowship,** of National Foundation of Elites, Iran 2009-2013
 - **Bronze Medal,** in the 18th Iranian National Olympiad 2008
in Informatics (INOI)
-

RESEARCH EXPERIENCE

- **Potty Parity: Process Flexibility via Unisex Restrooms**
with Ming Hu
-Major revision at Management Science
- **Sharing Newsboys**
with Ming Hu
-Major Revision at Operations Research
- **Learning Consumer Preferences from Bundle Sales Data**
with Ningyuan Chen, Guan Wang
- In preparation for Manufacturing and Service Operations Management
- **Simultaneous vs Sequential Product Release**
with Hojat Abdollahnejhad, Ningyuan Chen, Ming Hu
- In preparation for Management Science

- **Market Segmentation: Asymmetric Equilibrium Among Symmetric Firms in Ride-hailing Markets**
with Philipp Afeche, Azarakhsh Malekian -Draft is ready upon request
- **Data-driven Competitive Pricing**
with Ming Hu
-working in progress

TALKS

Annual Conference of Canadian Operational Research Society (CORS), Vancouver, British Columbia, Canada	June 2021
32nd Annual POMS Conference, (online)	April 2021
AASG2022 workshop, (online), MSOM conference	April 2021 2020
Revenue Management and Pricing	2020
INFORMS Annual Meeting, Virtual	Nov 2020
Annual Conference of Canadian Operational Research Society (CORS), Saskatoon, Saskatchewan, Canada	May 2019

TEACHING
EXPERIENCE

Teaching Assistant at University of Toronto :

- **TA coach for Management Analytics Practicum, Industry Projects** 2021-2022
- Canadian Tire, Payment Canada, Hudson Bay groups
- **Statistics for Management,** 2018-2021
- **Operations Management,** 2022
- **Supply Chain Management,** 2018-2021

Teaching Assistant at Sharif University of Technology:

I hold tutorials for the following courses:

- *Marketing Channel (Fall 2016), Research Method (Fall 2016), Operations Management (Spring 2016), Game Theory (Spring 2016), Computer Information Systems (Fall 2013), Programming language C++ (Fall 2011)*

Teaching and Designing syllabus “Methods of Problem Solving” 2008-2009
In INOI, Razi Youth Institute, and Farzanegan High School, Shiraz, Iran.

LEADERSHIP
EXPERIENCE

- **Co-organize Weekly Rotman Young Scholar Seminar Series, 2021-2022**
- *Hosting (50+) Seminars together with Prof. Ming Hu*
- **Student Representative at Graduate Academic Appeals Committee, 2021-2022**
- **Elected Representative of Ph.D. Students at Committee Meetings, 2020-2021**
- *Helping to fund Ph.D. students’ work from home expenses during pandemic*
- **Elected Co-president of Ph.D. Students Association, 2019-2020**
- *Co-initiating “Mental Health Program” for Ph.D. students at Rotman*
- **Executive Member, Bahar Charity of University of Toronto 2018-2019**
- *Increase awareness about the role of children education in poor countries*
- *Fundraising to improve children access to education in poor countries*

- **Executive Member of Muslim Iranian Association of the University of Toronto (MIRAS),** 2017-2020
-

WORK EXPERIENCE

- **Data Analyst and head of Pricing Team at Tap30 company** Feb-Jul 2017
Developed dynamic and surged pricing algorithm (generate 1 million dollar increase in revenue for only city of Tehran)
 - **Brand Consultant** 2013
Internship at Emanaghshine, an Advertisement Firm, Tehran, Iran.
-

EXTRACURRICULAR
ACTIVITIES

- **Chess**
 - **Honored** as a member of Iranian National Women Chess Team 2006,2007
 - **Ranked 7th**, Asian Youth U14 Championship, Chess Tournament 2006
 - **Golden Medal**, National Scholastic Chess Championship, 2003,2005,2007
- **Awarded** as the best article, 6th National Presidential Question, Iran 2006
Article title: "Justice"
- **Ranked 1st** in the National Students' Painting Competition
- *Member of volleyball student team at Rotman School of Management*
- *Playing Piano*