

Setareh Farajollahzadeh

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Appointment

Assistant Professor of Operations Management 2023-present
—Desautels Faculty of Management, McGill University

Education

Ph.D. in Operations Management 2017-2023
—Rotman School of Management, University of Toronto, Toronto, Canada
—Thesis: “(Social) Pooling in Service, Capacity, and Demand”

Master of Business Administration (MBA) 2014-2017
—Sharif University of Technology Business School, Tehran, Iran
—Thesis: “Dynamic Pricing Model Based on Drivers’ Rejection Behavior for Ride-Hailing Platforms” (In collaboration with **Tap30**, an Iranian ride-hailing company)

B.Sc. in Industrial Engineering 2010-2014
—Sharif University of Technology (SUT), Tehran, Iran
—Thesis: “Evaluating Customers’ Lifetime Value”

Research Interests

Data-driven Revenue Management / Diversity, Equity, and Inclusion / Socially Responsible Operations Management

Preprints and Working Papers

1. Farajollahzadeh, Setareh, and Ming Hu. “[Potty Parity: Process Flexibility via Unisex Restrooms.](#)” Available at SSRN 3914880 (2021). Under Third Round of Review at *Management Science* (Major Revision).
 - Finalist, INFORMS DEI Best Student Paper 2024
 - Finalist, CORS Student Paper Competition, Applied Probability & Queueing SIG 2023
 - Media: [Refreshing your office space? Have you considered your potty parity?](#)
2. Farajollahzadeh, Setareh, and Ming Hu. “[Sharing Newsboys.](#)” Available at SSRN 3549011 (2022). Major Revision at *Operations Research*.
 - MSOM SIG 2023
3. Chen, Ningyuan, Setareh Farajollahzadeh, and Guan Wang. “[Learning Consumer Preferences from Bundle Sales Data.](#)” Available at SSRN 4467829 (2022). Reject and Resubmit at *Manufacturing & Service Operations Management*.
 - Winner, CORS best student paper competition 2023
4. Abdollahnezhad, H, Ningyuan Chen, Setareh Farajollahzadeh, and Ming Hu. “[Simultaneous vs. Sequential Product Release.](#)” Available at SSRN 4215955 (2023). Major Revision at *Manufacturing & Service Operations Management*.
5. Naby, Ali, Setareh Farajollahzadeh, and Ming Hu. “[Robust One-Shot Price Experimentation.](#)” Available at SSRN 4899852 (2024). Under Review at *Management Science*.

6. (Case Study) Farajollahzadeh, Setareh, Ming Hu, and Vahid Roshanaei. “Potty Parity: Restroom Design for a Stadium.” Under Second Round of Review at *INFORMS Transactions on Education* (Major Revision).

- Finalist, INFORMS Case Competition 2024

Invited Talks & Conference Contributions

paper #	conference name, location	year
1	Laidley Centre for Business Ethics & Equity, McGill University	2025
1,6	INFORMS Annual Meeting, Seattle (c)	2024
4	MSOM (c)	2024
1	POMS (c)	2024
1	EAAMO’23, Boston University, Boston	2023
4	INFORMS Annual Meeting, Arizona	2023
1,2	MSOM Annual Conference, Montreal	2023
1,3	CORS, Montreal	2023
1	Harvard Business School (c)	2023
1	Naveen Jindal School of Management (c)	2023
1	Ross School of Business (c)	2023
1	Scheller College of Business(c)	2023
1	Carey Business School (c)	2023
1	George Washington School of Business (c)	2022
1	Hong Kong University Business School (c)	2022
1	HEC Paris Business School (c)	2022
1	Lubar College of Business - University of Wisconsin-Milwaukee (c)	2023
1	University of Nebraska-Lincoln College of Business (c)	2022
1	Ivey Business School (c)	2022
1	London Business School (v)	2022
1	Deasutles Faculty of Management	2022
1,3,4	INFORMS Annual Conference (v)	2022
3	Data Science Lab, MIT (v)	2022
3	CSAMSE, Harbin, China (v)	2022
1,2,3	INFORMS MSOM Annual Conference, Germany (c)	2022
3	INFORMS Revenue Management and Pricing section, Chicago (v)	2022
1	INFORMS International Conference on Service Science, Shenzhen, China (v)	2022
1,2,3	CORS INFORMS International Meeting, Vancouver	2022
1	AASG Workshop, Auckland (v)	2022
1	POMS (v)	2022
1	CanQueue, Montreal	2021
2	INFORMS Revenue Management and Pricing section (v)	2021
1	Thirdspace Lab, Computer Science department, University of Toronto (v)	2021
2	CORS (v)	2021
2	INFORMS MSOM Annual Conference (v)	2021
1	INFORMS, Anaheim (v)	2021
2	INFORMS (v)	2020

(c) cancel for visa issues, (v) virtual

Honors & Awards

Finalist , INFORMS Case Competition	2024
Finalist , INFORMS DEI Best Student Paper	2024
Winner , CORS best student paper competition	2023
Finalist , best student paper competition Applied Probability and Queueing SIG (CORS)	2023
Travel Grant , Canadian Operational Research Society	2019,2022

Fellowship , Rotman School of Business for Ph.D. program	2017-2023
Honored student as Exceptional Talents at SUT MBA Program	2014
Fellowship , National Foundation of Elites, Iran	2009-2013
Bronze Medal , 18 th Iranian National Olympiad in Informatics (INOI)	2008
Honored Member of Iranian National Women Chess Team	2006,2007
Place 7 , Asian Youth U14 Championship, Chess Tournament	2006
Golden Medal , National Scholastic Chess Championship	2003,2005,2007

Services & Leadership Experiences

Cluster Chair (Social Goods) , Informs Computing Society Conference	2025
DEI Committee Member , McGill University	2024-2025
Judge , INFORMS Public Sector in Operations Research Best Paper Award	2024
Judge , Service Science Best Cluster Paper	2024
Judge , MSOM Sustainable Operations SIG	2024
Cluster Chair , Queueing and Applied Probability, CORS conference, London	2024
Founder and Co-organizer of Rotman Young Scholar Seminar Series	2021-present
Session Chair at INFORMS annual meeting	2021, 2023
Student Representative at Graduate Academic Appeals Committee, UofT	2021-2022
YouTube channel administrator for INFORMS RMP Section	2020-2022
Elected Representative of Ph.D. Students at Rotman Committee	2020-2021
Elected Co-president of Rotman Ph.D. Students Association	2019-2020

Adhoc Reviewer for Management Science, Operations Research Letters and Production and Operations Management Journal, Manufacturing & Service Operations Management Conference, Conference on Web and Internet Economics, and ACM Conference on Economics and Computation

Teaching Experiences

Instructor at the McGill University	
— Foundations of Decision Analytics (undergraduate)	2024,2025
Teaching Assistant at the University of Toronto	
—Statistics for Management (MBA)	2022
—Management Science (undergraduate)	2020
—Operations Management (MBA)	2018-2022
—Supply Chain Management (undergraduate, MBA)	2018-2021
Tutorials at Sharif University of Technology	
—Marketing Channel (MBA)	2016
—Research Method (MBA)	2016
—Operations Management (MBA)	2016
—Game Theory (graduate)	2016
—Computer Information Systems (undergraduate)	2013
—Programming language C++ (undergraduate)	2011

Industry Experiences

Project Coach and lead TA , Master of Management Analytics Practicum (MMA)	2021-2023
—Host companies: Canadian Tire, Payment Canada, Hudson Bay	
Data Scientist in Pricing Analytics Team at Tap30	2016-2017
—Developing dynamic and surge pricing algorithms has led to a reduction in promotion costs by 1 million dollars annually for the city of Tehran alone, simultaneously elevating the level of promotional productivity	

Extracurricular Activities

Chess, Volleyball, Running, Piano

References

- **Prof. Ming Hu**
Distinguished Professor of Business Operations and Analytics
Area Coordinator, Operations Management & Statistics
Rotman School of Management
ming.hu@rotman.utoronto.ca
- **Prof. Ningyuan Chen**
Assistant Professor of Operations Management & Statistics
Rotman School of Management
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- **Prof. Opher Baron**
Distinguished Professor of Operations Management & Statistics
Academic Director, MMA Program
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