

# Setareh Farajollahzadeh

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## Appointment

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

## Education

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**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)** 2014-2016  
—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

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

## Preprints and Working Papers

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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: [What can restroom wait times tell us about gender inequity?](#)
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) Faraajollahzadeh, 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

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paper #	conference name, location	year
1	Laidley Centre for Business Ethics & Equity, McGill University	2025
1	EAAMO’23, Boston University, Boston	2023
4	Session Chair and Presenter at INFORMS Annual Meeting, Arizona	2023
1,2	INFORMS MSOM Annual Conference, Montreal	2023
1,3	CORS, Montreal	2023
1,3,4	INFORMS Annual Conference (virtual)	2022
3	Data Science Lab, MIT (virtual)	2022
3	CSAMSE, Harbin, China (virtual)	2022
1,2,3	INFORMS MSOM Annual Conference, Germany (canceled)	2022
3	INFORMS Revenue Management and Pricing section, Chicago (virtual)	2022
1	INFORMS International Conference on Service Science, Shenzhen, China (virtual)	2022
1,2,3	CORS INFORMS International Meeting, Vancouver	2022
1	AASG Workshop, Auckland (virtual)	2022
1	POMS (virtual)	2022
1	CanQueue, Montreal	2021
2	INFORMS Revenue Management and Pricing section (virtual)	2021
1	Thirdspace Lab, Computer Science department, University of Toronto (virtual)	2021
2	CORS, virtual (virtual)	2021
2	INFORMS MSOM Annual Conference (virtual)	2021
1	INFORMS, Anaheim (virtual)	2021
2	INFORMS (virtual)	2020

## Honors & Awards

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<b>Finalist</b> , INFORMS Case Competition	2024
<b>Finalist</b> , INFORMS DEI Best Student Paper	2024
<b>Winner</b> , CORS best student paper competition	2023
<b>Finalist</b> , best student paper competition Applied Probability and Queueing SIG (CORS)	2023
<b>Travel Grant</b> , Canadian Operational Research Society	2019,2022
<b>Fellowship</b> , Rotman School of Business for Ph.D. program	2017-2023
<b>Honored student</b> as Exceptional Talents at SUT MBA Program	2014
<b>Fellowship</b> , National Foundation of Elites, Iran	2009-2013
<b>Bronze Medal</b> , 18 <sup>th</sup> Iranian National Olympiad in Informatics (INOI)	2008
<b>Honored Member</b> of Iranian National Women Chess Team	2006,2007
<b>Place 7</b> , Asian Youth U14 Championship, Chess Tournament	2006
<b>Golden Medal</b> , National Scholastic Chess Championship	2003,2005,2007

## Services & Leadership Experiences

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<b>DEI Committee Member</b> , McGill University	2024-2025
<b>Judge</b> , INFORMS Public Sector in Operations Research Best Paper Award	2024
<b>Judge</b> , Service Science Best Cluster Paper	2024
<b>Judge</b> , TIE SIG of MSOM	2024
<b>Cluster Chair</b> , Queueing and Applied Probability, CORS conference, London	2024
<b>Founder and Co-organizer</b> of <a href="#">Rotman Young Scholar Seminar Series</a>	2021-present
<b>Session Chair</b> at INFORMS annual meeting	2021, 2023

<b>Student Representative at Graduate Academic Appeals Committee, UofT</b>	2021-2022
<b>YouTube channel administrator for <a href="#">INFORMS RMP Section</a></b>	2020-2022
<b>Elected Representative of Ph.D. Students at Rotman Committee</b>	2020-2021
<b>Elected Co-president of Rotman Ph.D. Students Association</b>	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

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### 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

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**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