

Setareh Farajollahzadeh

setareh.farajollahzadeh@mcgill.ca <http://setarehfarajollahzadeh.com>

Appointment

Assistant Professor of Operations Management	2024-present
—Desautels Faculty of Management, McGill University	
Acting Assistant Professor of Operations Management	2023
—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)	2014-2016
—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

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). Second Round of Review at *Management Science*.
Media: [What can restroom wait times tell us about gender inequity?](#)
2. Farajollahzadeh, Setareh, and Ming Hu. “Sharing Newsboys.” Available at SSRN 3549011 (2021). Major revision at *Operations Research*.
3. Chen, Ningyuan, Setareh Farajollahzadeh, and Guan Wang. “Learning Consumer Preferences from Bundle Sales Data.” Available at SSRN 4467829 (2022). R&R *Manufacturing & Service Operations Management*.
4. Abdolahnezhad, H, Ningyuan Chen, Setareh Farajollahzadeh, and Ming Hu. “Simultaneous vs. Sequential Product Release.” Available at SSRN 4215955. Major Revision at *Manufacturing & Service Operations Management*.
5. Naby, Ali, Setareh Farajollahzadeh, and Ming Hu. “Robust One-Shot Price Experimentation.” Available at SSRN 4899852.
6. (Case Study) Farajollahzadeh, Setareh, Ming Hu, and Vahid Roshanaei. “Potty Parity: Restroom Design for a Stadium.” Major Revision at *INFORMS Transactions on Education*.

Talks & Conference Contributions

paper #/conference name	/year
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

Finalist of INFORMS Case Competition	2024
Finalist of INFORMS DEI Best Student Paper	2024
Winner of CORS best student paper competition	2023
Finalist of best student paper competition Applied Probability and Queueing SIG (CORS)	2023
Travel Grant of Canadian Operational Research Society	2019,2022
Fellowship of Rotman School of Business for Ph.D. program	2017-2023
Honored student as Exceptional Talents at SUT MBA Program	2014
Fellowship of National Foundation of Elites, Iran	2009-2013
Bronze Medal in the 18 th Iranian National Olympiad in Informatics (INOI)	2008
Honored Member of Iranian National Women Chess Team	2006,2007
Place 7 at Asian Youth U14 Championship, Chess Tournament	2006
Awardedee of the best article, 6 th National Presidential Question, Iran (title: Justice)	2006
Golden Medal , National Scholastic Chess Championship	2003,2005,2007

Services & Leadership Experiences

Judge, INFORMS Public Sector in Operations Research Best Paper Award	2024
Judge, Service Science Best Cluster Paper	2024
Judge, TIE SIG of MSOM	2024
Cluster Chair, Queueing and Applied Probability, CORS conference	2024
Session Chair at INFORMS annual meeting	2021, 2023
Founder and Co-organizer of Rotman Young Scholar Seminar Series	2021-present
—Hosting (100+) seminars	
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
—Organizing the funding initiative of Ph.D.'s work-from-home expenses	
Elected Co-president of Rotman Ph.D. Students Association	2019-2020
—Co-initiating “Mental Health Program” for Ph.D. students	

Review for MSOM, WINE and EC conferences, and MS and POMS journals

Teaching Experiences

Instructor at the McGill University

— Foundations of Decision Analytics (undergraduate) 2024

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