

Setareh Farajollahzadeh

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Education

- Ph.D. in Operations Management** 2017-2023 (expected)
—Rotman School of Management, University of Toronto, Toronto, Canada
- 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

Research Interests

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

Papers

1. Farajollahzadeh, Setareh, and Ming Hu. “Potty Parity: Process Flexibility via Unisex Restrooms.” Available at SSRN 3914880 (2021). Major revision 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 arXiv 2209.04942 (2022). To be submitted to *Manufacturing & Service Operations Management*
4. Abdollahzadeh, H, Ningyuan Chen, Setareh Farajollahzadeh, and Ming Hu. “Simultaneous vs. Sequential Product Release.” Available at SSRN 4215955. To be submitted to *Management Science*
5. Farajollahzadeh, Setareh, and Ming Hu. “Data-driven Competitive Pricing.” Work in progress
6. Farajollahzadeh, Setareh, Philipp Afèche, and Azarakhsh Malekian. “Market Segmentation: Asymmetric Equilibrium Among Symmetric Firms in Ride-hailing Markets.” Work in progress

Case Study

1. Farajollahzadeh, Setareh, Ming Hu, and Vahid Roshanaei. “Potty Parity: Restroom Design for a Stadium.” work in progress

Honors & Awards

- 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 18th 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
Awarded of the best article, 6 th National Presidential Question, Iran (title: Justice)	2006
Golden Medal , National Scholastic Chess Championship	2003,2005,2007

Talks & Conference Contributions

paper number/conference name/year	
1,3,4	INFORMS Annual Conference [scheduled] 2022
3	Data Science Lab, MIT (virtual) [scheduled] 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 (in person) 2022
1	AASG Workshop, Auckland (virtual) 2022
1	POMS (virtual) 2022
1	CanQueue, Montreal (in person) 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
6	CORS, Saskatoon (in person) 2019

Teaching Experiences

Teaching Assistant at the University of Toronto

—Statistics for Management (MBA)	2022
—Project Coach and lead TA for Master of Management Analytics Practicum (MMA)	2021-2023
Host companies: Canadian Tire, Payment Canada, Hudson Bay	
—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

Services & Leadership Experiences

Co-organizer of Rotman Young Scholar Seminar Series	2021-present
—Hosting (60+) seminars	
Student Representative at Graduate Academic Appeals Committee, UofT	2021-2022
YouTube channel administrator for INFORMS RMP Section	2020-present
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	
Executive Member of Bahar Charity of University of Toronto	2018-2019
—Increasing awareness about the role of children education in poor countries	

—Raising fund to improve children’s access to education in poor countries
Adhoc Referee for WINE and EC conferences

Works Experiences

- Data Scientist in Pricing Analytics Team at Tap30** 2017
—Developing dynamic and surge pricing algorithms, which resulted in an increase in revenue by 1 million dollars a year for the city of Tehran alone
- Intern at Emanaghshine (Brand Consulting firm)** 2013
—Planning advertisement strategies for small businesses

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
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- **Prof. Ningyuan Chen**
Assistant Professor of Operations Management & Statistics
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- **Prof. Opher Baron**
Distinguished Professor of Operations Management & Statistics
Academic Director, MMA Program
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