

Setareh Farajollahzadeh

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Appointment

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

Education

- Ph.D. in Operations Management** 2017-2023
—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

- 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?](#)
- Farajollahzadeh, Setareh, and Ming Hu. “Sharing Newsboys.” Available at SSRN 3549011 (2021). Major revision at *Operations Research*
- Chen, Ningyuan, Setareh Farajollahzadeh, and Guan Wang. “Learning Consumer Preferences from Bundle Sales Data.” Available at arXiv 2209.04942 (2022). Under Review.
- Abdollahnezhad, H, Ningyuan Chen, Setareh Farajollahzadeh, and Ming Hu. “Simultaneous vs. Sequential Product Release.” Available at SSRN 4215955. To be submitted to *Management Science*
- Farajollahzadeh, Setareh, and Ming Hu. “Data-driven Competitive Pricing.” Work in progress
- Farajollahzadeh, Setareh, Philipp Afèche, and Azarakhsh Malekian. “Market Segmentation: Asymmetric Equilibrium Among Symmetric Firms in Ride-hailing Markets.” Work in progress

Case Study

- Farajollahzadeh, Setareh, Ming Hu, and Vahid Roshanaei. “Potty Parity: Restroom Design for a Stadium.” Working Paper

Honors & Awards

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

Talks & Conference Contributions

paper number/conference name/year

1	EAAMO'23, Boston University, Boston [scheduled]	2023
4	Session Chair and Presenter at INFORMS Annual Meeting, Arizona [scheduled]	2023
1,2	INFORMS MSOM Annual Conference, Montreal	2023
1,3	CORS, Montreal	2023
1,3,4	INFORMS Annual Conference	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 (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	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) Host companies: Canadian Tire, Payment Canada, Hudson Bay	2021-2023
—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 (100+) 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	

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**
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