MARKETPLACE INNOVATION WORKSHOP

NYU Stern School of Business
Henry Kaufman Management Center
44 West 4th Street, Room 2-60
Wednesday, June 15th, 2016
9:00 am – 5:45 pm

8:30 – 9:00 AM:  REGISTRATION AND BREAKFAST

9:00 – 9:15 AM:  INTRODUCTION
Dean Peter Henry, NYU Stern School of Business

9:15 – 10:15 AM:  SESSION 1: KEYNOTE ADDRESS
“Kidney Exchange: Where We Are and Where We May Be Going,”
Alvin Roth, Craig and Susan McCaw Professor of Economics and
2012 Nobel Memorial Prize Recipient in Economic Sciences,
Stanford University

10:15 – 10:30 AM:  BREAK

10:30 – 12:00 PM:  SESSION 2: RIDE-SHARING AND ON-DEMAND PLATFORMS
Talks:
“Operations in the On-Demand Economy: Staffing Services with
Self-Scheduling Capacity,” Martin Lariviere, John L. and Helen
Kellogg Professor of Managerial Economics & Decision Sciences,
Kellogg School of Management

“Surge Pricing at Uber,” Garrett Van Ryzin, Head of Dynamic
Pricing Research, Uber; Paul M. Montrone Professor of Private
Enterprise, Columbia Business School

“Smarter Tools for (Citi)Bike Sharing,” David Shmoys,
Laibe/Acheson Professor of Business Management and Leadership,
Cornell University

12:00 – 1:30 PM:  LUNCH (ROOM 5-50, 5TH FLOOR)
1:30 – 2:30 PM: SESSION 3: EMPIRICS OF PRICING
Talks:
“Monitoring Costs and the Design of Online Marketplaces,” Kostas Bimpikis, Associate Professor of Operations, Information and Technology, Stanford GSB

“Price Floors and Preferences: Evidence from a Minimum Wage Experiment,” John Horton, Assistant Professor of Information, Operations and Management Sciences, NYU Stern School of Business

2:30 – 2:45 PM: BREAK

2:45 – 4:15 PM: SESSION 4: TRUST AND REVIEWS
Talks:

“Provably Trustworthy Dark Pools,” David Parkes, George F. Colony Professor of Computer Science and Area Dean for Computer Science, Harvard University

“The Effect of Online Reviews on Physician Demand: A Structural Model of Patient Choice,” Mor Armony, Associate Professor of Information, Operations, & Management Sciences, NYU Stern School of Business

4:15 – 4:45 PM: BREAK

4:45 – 5:45 PM: SESSION 5: DIGITAL ADVERTISING AND AUCTIONS
Talks:
“Online Mechanisms for Repeated Auctions and Ad Selection,” Vahab Mirrokni, Principal Researcher, Google

“Bundling Over Time and Martingale Auctions,” Santiago Balseiro, Assistant Professor, Decision Sciences, Duke University