

# INFORMS Revenue Management and Pricing Section Conference

NYU Stern School of Business

Thursday, June 16th - Friday, June 17th, 2016

Thursday, June 16th: Morning Session				
7:30am-8:30am	Registration [KMC Lobby] and Breakfast [outside KMC 2-60]			
	Behavioral RM [KMC 2-60]	RM in Online Platforms [KMC 2-65]	RM in Sports and Entertainment [KMC 2-70]	Learning and RM [KMC 2-90]
8:30am-10:00am	<b>Pricing with Quality Perception: Theory and Experiment</b> Rim Hariss (MIT), Georgia Perakis (MIT), Yanchong Zheng (MIT), Wichinpong Sinchaisri (MIT)	<b>Optimal Price/Advertising Menus for Two-Sided Media Platforms</b> Levi DeValve (Duke), Saša Pekeč (Duke)	<b>Adaptive Dynamic Stochastic Knapsack Problem with Interaction</b> Kyle Maclean (UWO), Fredrik Odegaard (UWO)	<b>Bayesian Dynamic Learning and Pricing with Strategic Customers</b> Xi Chen (NYU), Zizhuo Wang (Minnesota)
	<b>Efficient Algorithms for Dynamic Pricing Problem with Reference Price Effect</b> Zhenyu Hu (NUS), Xin Chen (UIUC), Peng Hu (Huazhong)	<b>Know your Customer: Multi-armed Bandits with Capacity Constraints</b> Vijay Kamble (Stanford), Ramesh Johari (Stanford), Yash Kanoria (Columbia)	<b>The Revenue Impact of Dynamic Pricing Policies in Major League Baseball Ticket Sales</b> Joseph (Jiaqi) Xu (Penn), Peter Fader (Penn), Senthil Veeraraghavan (Penn)	<b>An Optimal Exploration-Exploitation Approach for Assortment Selection</b> Shipra Agrawal (Columbia), Vashist Avadhanula (Columbia), Vineet Goyal (Columbia), Assaf Zeevi (Columbia)
	<b>Consumer Choice Under Limited Attention and Implications for Assortment Optimization</b> Tamer Boyaci (ESMT), Frank Huettner (ESMT), Yalcin Akcay (Koc)	<b>The Impact of Platform Control Capabilities on the Performance of Rideshare Networks</b> Zhe Liu (Columbia), Philipp Afeche (Toronto), Costis Maglaras (Columbia)	<b>Robust Revenue Management in the Performing Arts</b> Aurelie Thiele (Lehigh)	<b>Online Decision-Making with High-Dimensional Covariates</b> Hamsa Bastani (Stanford), Mohsen Bayati (Stanford)
10:30am-12pm	Panel on "Revenue Management in Online Markets" Bar Ifrach (AirBnB), David Simchi-Levi (MIT), Garrett van Ryzin (Columbia/Uber), Catherine Williams (AppNexus) [KMC 2-60]			
12:15pm-1:45pm	Lunch with INFORMS RMP Section Board Open Meeting and Discussion led by Section Chair Darius Walczak [KMC 5-50]			

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Thursday, June 16th: Afternoon Session				
	RM in Industry I [KMC 2-60]	RM with Crowd Influence [KMC 2-65]	Airline RM [KMC 2-70]	Contextual Bandits in RM [KMC 2-90]
2:00pm- 3:30pm	<b>Overbooking under Dynamic and Static Policies</b> Wei Wang (PROS), Ravi Kumar (PROS)	<b>A Dynamic Model of Crowdfunding</b> Saeed Alaei (Google), Azarakhsh Malekian (Toronto), Mohamed Mostagir (Michigan)	<b>A Transformation Technique to Multi-stage Stochastic Programming Models for Airline Revenue Management Using Booking Limits</b> Xiangyu Gao (UIUC), Xin Chen (UIUC), Zhan Pang (Lancaster)	<b>Dynamic Pricing with Demand Covariates</b> Sheng Qiang (Stanford), Mohsen Bayati (Stanford)
	<b>Price Segmentation in B2B</b> Bahadir Aral (SAS), Maarten Oosten (SAS)	<b>Dynamic Stimulus in Crowdfunding</b> Ming Hu (Toronto), Longyuan Du (Toronto)	<b>Matching Revenue Management Using CUDA</b> Kalyan Talluri (Imperial), Sumit Kunnumkal (ISB)	<b>Feature-Based Dynamic Pricing</b> Maxime Cohen (Google), Ilan Lobel (NYU), Renato Paes Leme (Google)
	<b>Maximizing Revenue via Strategic Customer Selection</b> Roger Lederman (IBM), Adam Elmachtoub (Columbia), Vineet Goyal (Columbia)	<b>Revenue Management under Reviews and Online Ratings</b> Dirk Sierag (CWI), Diederik Roijers (Amsterdam)	<b>Efficiency and Performance Guarantees for Network Revenue Management Problems with Customer Choice</b> Wang Chi Cheung (MIT), David Simchi-Levi (MIT)	

4:00pm-5:30pm	<b>Dynamic Assortments [KMC 2-60]</b> Dynamic Assortment Planning Under Multinomial Logit Preferences: Fast Algorithms with Provable Performance Guarantees Mohammed Ali Aouad (MIT), Retsef Levi (MIT), Danny Segev (Haifa)	<b>RM in Online Advertising [KMC 2-65]</b> Tractable Equilibria for Sponsored Search with Budget Optimizing Bidders Dragos Florin Ciocan (INSEAD), Krishnamurthy Iyer (Cornell)	<b>Dynamic Pricing [KMC 2-70]</b> Welfare Implications of Congestion Pricing: Evidence from SFpark Pnina Feldman (Berkeley), Jun Li (Michigan), Hsin-Tien Tsai (Berkeley)	<b>Demand Learning [KMC 2-90]</b> Non-Stationary Regret Analysis for a Non-Convex Online Learning Model Xiaobo Li (Minnesota), Shuzhong Zhang (Minnesota), Xiang Gao (Minnesota)
	<b>Assortment Optimization Over Time</b> James Davis (UIUC)	<b>Auctions with Intermediaries: A Case for Transparency in Online Display Advertising</b> Omar Besbes (Columbia), Amine Allouah (Columbia)	<b>Dynamic Pricing in Dealership Markets</b> Ningyuan Chen (Yale), Guillermo Gallego (HKUST), Steven Kou (NUS)	<b>Online Resource Allocation Under Partially Learnable Demand</b> Vahideh Manshadi (Yale), Dawsen Hwang (MIT), Patrick Jaillet (MIT), Lê Nguyễn Hoàng (MIT)
	<b>Choosing an Assortment Rotation Strategy to Boost Sales</b> Kris Ferreira (Harvard), Joel Goh (Harvard)	<b>Planning Online Advertising Using Lorenz Curves</b> John Turner (UC Irvine), Miguel Lejeune (GWU)	<b>Oligopolistic Price Competition under Strategic Repeat Purchases</b> Jue Wang (Queen's), Yuri Levin (Queen's), Mikhail Nediak (Queen's)	<b>On Incomplete Learning and Certainty-Equivalence Control</b> Bora Keskin (Duke), Assaf Zeevi (Columbia)

6:00pm-9:00pm	<p>Reception at the Manhattan Penthouse on Fifth Avenue                          80 Fifth Avenue, 17<sup>th</sup> floor</p> <p>Sponsored by PROS</p>
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Friday, June 17th: Morning Session				
8:00am-8:30 am	Breakfast [outside KMC 2-60]			
8:30am-10:00am	Choice Models [KMC 2-60]	RM and e-Commerce [KMC 2-65]	New Products in Traditional RM [KMC 2-70]	RM in Services II [KMC 2-90]
	<b>Assortment Optimization for Choosy Customers</b> Alice Paul (Cornell), Huseyin Topaloglu (Cornell), Jacob Feldman, (WUSTL)	<b>Dynamic Joint Pricing and Order Fulfillment for E-commerce Retailers</b> Yanzhe Lei (Michigan), Stefanus Jasin (Michigan), Amitabh Sinha (Michigan)	<b>The Price of Opacity</b> Michael Hamilton (Columbia), Adam Elmachtoub (Columbia)	<b>Pricing and Prioritizing Time-Sensitive Customers with Heterogeneous Demand Rates</b> Ricky Roet-Green (Rochester), Philipp Afeche (Toronto), Opher Baron (Toronto), Joseph Milner, (Toronto)
	<b>Analysis of Discrete Choice Models: A Welfare-Based Approach</b> Guiyun Feng (Minnesota), Xiaobo Li (Minnesota), Zizhuo Wang (Minnesota)	<b>Revenue Management under Ambiguous Risk Preferences</b> Chaithanya Bandi (Northwestern)	<b>Would You Like to Upgrade to a Premium Room? Evaluating the Benefit of Offering Standby Upgrades</b> Ovunc Yilmaz (USC), Mark Ferguson (USC), Pelin Pekgun (USC)	<b>Service Systems with Coarse Priorities: The Social Cost of Revenue Maximization</b> Itai Gurvich (Northwestern), Can Ozkan (Northwestern), Martin Lariviere (Northwestern)
<b>Approximation Algorithms for Product Framing and Pricing</b> Guillermo Gallego (HKUST), Anran Li (Columbia), Van-Anh Truong (Columbia), Xinshang Wang (Columbia)	<b>Dynamic Optimization of Mobile Push Campaigns</b> Xinshang Wang (Columbia), Van-Anh Truong (Columbia), Shenghuo Zhu (Alibaba), Qiong Zhang (Alibaba)	<b>Points for Peanuts or Peanuts for Points? Setting the Optimal Value of Loyalty Currency</b> So Yeon Chun (Georgetown), Dan Iancu (Stanford), Nikolaos Trichakis (Harvard)	<b>Revenue Management for Outpatient Care Service</b> Nan Liu (Columbia), Peter van de Ven (CWI), Bo Zhang (IBM)	
10:30am-12:00pm	Customized Assortments [KMC 2-60]	RM and Social Networks [KMC 2-65]	Bundling [KMC 2-70]	RM in Services I [KMC 2-90]
	<b>Customized Assortment Optimization and Dynamic Pricing: Practical Approaches for Airline Revenue Management</b> Michael Wittman (MIT), Peter Belobaba (MIT)	<b>Dynamic Pricing and Inventory Management under Network Externalities</b> Nan Yang (University of Miami), Renyu (Philip) Zhang (NYU-Shanghai)	<b>Personalized Online Bundle Pricing and Recommendation</b> Anna Papush (MIT), Georgia Perakis (MIT), Pavithra Harsha (IBM)	<b>Overcommitment in Cloud Services -- Bin-packing with Chance Constraints</b> Maxime Cohen (Google), Phil Keller (Google), Vahab Mirrokni (Google), Morteza Zadimoghaddam (Google)
	<b>A Dynamic Clustering Approach to Data-Driven Assortment Personalization</b> Sajad Modaresi (Duke), Fernando Bernstein (Duke), Denis Saure (University of Chile)	<b>Dynamic Pricing in Social Networks: The Word of Mouth Effect</b> Amir Ajourlou (MIT/Penn)	<b>The Theory of Large-Scale Bundle Size Pricing</b> Tarek Abdallah (NYU), Arash Asadpour (NYU), Josh Reed (NYU)	<b>A Two-part Tariff Pricing Approach for Services; A Data Driven Approach</b> Charles Thraves (MIT), Georgia Perakis (MIT)
<b>Online Personalized Resource Allocation with Customer Choice</b> Anran Li (Columbia), Guillermo Gallego (HKUST), Van-Anh Truong (Columbia), Xinshang Wang (Columbia)		<b>Learning and Pricing using Bundles</b> Will Ma (MIT), David Simchi-Levi (MIT)	<b>Pricing Ancillary Service Subscriptions</b> Ruxian Wang (Johns Hopkins), Maqbool Dada (Johns Hopkins), Ozge Sahin (Johns Hopkins)	
12:15pm-1:45pm	Lunch with presentation on "New Problems in Revenue Management" by Robert Phillips (Nomis/Columbia) [KMC 5-50]			

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2:00pm-3:30pm	<b>Assortment Optimization [KMC 2-60]</b>	<b>RM Under Competition I [KMC 2-65]</b>	<b>RM in Retailing I [KMC 2-70]</b>	<b>RM and Economics/Finance [KMC 2-90]</b>
	Assortment Optimization Under the Multinomial Logit Model with Nested Consideration Sets <b>Jacob Feldman (WUSTL)</b>	Revenue Management Under Competition: Learning Near-Equilibrium Prices without Market Information <b>Yonatan Gur (Stanford)</b> , Santiago Balseiro (Duke)	Omni-Channel Revenue Management Through Integrated Pricing and Fulfillment Planning <b>Pavithra Harsha (IBM)</b> , Shivaram Subramanian (IBM), Joline Uichanco (Michigan)	Pricing Distortions and Spiraling Agency Costs Under Performance Targets Omar Besbes (Columbia), Dan Iancu (Stanford), <b>Nikolaos Trichakis (Harvard)</b>
	Assortment Optimization Under a Mallows Distribution over Permutations <b>Antoine Desir (Columbia)</b> , Vineet Goyal (Columbia), Srikanth Jagabathula (NYU), Danny Segev (Haifa)	Competitive Pricing Under the Markov Chain Choice Model James Dong (Cornell), <b>Huseyin Topaloglu (Cornell)</b>	Promotion Planning for Retailers Through Optimization <b>Lennart Baardman (MIT)</b> , Maxime Cohen (Google), Kiran Panthamgam (Oracle), Georgia Perakis (MIT), Danny Segev (Haifa)	Dynamic Mechanism Design Without Money Santiago Balseiro (Duke), <b>Huseyin Gurkan (Duke)</b> , Peng Sun (Duke)
	The Impact of Consumer Search Cost on Assortment Planning and Pricing <b>Ruxian Wang (Johns Hopkins)</b> , Ozge Sahin (Johns Hopkins)	Oligopoly Price Discrimination: The Role of Inventory Controls <b>James Dana (Northeastern)</b> , Kevin Williams (Yale)	Waste Reduction of Perishable Products Through Dynamic Pricing <b>Arnoud den Boer (Amsterdam)</b>	Dynamic Credit-Collections Optimization <b>Naveed Chehrazi (UT Austin)</b> , Thomas Weber (EPFL), Peter Glynn (Stanford)
4:00pm-5:30pm	<b>Demand Estimation [KMC 2-60]</b>	<b>RM Under Competition II [KMC 2-65]</b>	<b>RM in Retailing II [KMC 2-70]</b>	<b>RM in Industry II [KMC 2-90]</b>
	An Expectation-Maximization Algorithm to Estimate the Parameters of the Markov Chain Choice Model <b>A. Serdar Simsek (UT Dallas)</b> , Huseyin Topaloglu (Cornell)	A Comparison of Resource Exchange and Free-Sell Seller Alliances <b>Yi Zhang (Georgia Tech)</b> , Anton Kleywegt (Georgia Tech)	Minimum Advertised Price Policy: Economic Analysis and Implications Liang Ding (Michigan), Roman Kapuscinski (Michigan), <b>Ozge Sahin (Johns Hopkins)</b>	Dynamic Pricing and Classless Revenue Management <b>Ravi Kumar (PROS)</b> , Darius Walczak (PROS)
	Hierarchical Demand Modeling in the Presence of Partially or Completely Unobserved Lost Sales <b>Shivaram Subramanian (IBM)</b> , Pavithra Harsha (IBM)	Efficiency of Capacity Investment Decisions in Revenue Sharing Joint Ventures with Spillovers <b>Wei Sun (IBM)</b> , Retsef Levi (MIT), Georgia Perakis (MIT), Cong Shi (Michigan)	Coordinated Inventory Control and Pricing for Perishable Products Under Age-Dependent Stochastic Demand <b>Onur Kaya (Anadolu)</b> , Sajjad Rahimi Ghahroodi (Koc)	Understanding Win Rates in B2B Transactions <b>Bahadir Aral (SAS)</b> , Maarten Oosten (SAS)
	Demand Estimation Under MNL from Sales Transaction Data Tarek Abdallah (NYU), <b>Gustavo Vulcano (NYU)</b>	Quantity Pre-Commitment and Cournot Equivalence <b>Amr Farahat (WUSTL)</b> , Tim Huh (UBC), Hongmin Li (ASU)		Practical Performance in Airline Price-Sensitive Demand Forecasting <b>Sylvia Zhu (Sabre)</b> , Sergey Shebalov (Sabre)