



NYU

LEONARD N. STERN
SCHOOL OF BUSINESS



Columbia Business School
AT THE VERY CENTER OF BUSINESS™

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: **“The Welfare Impact of Consumer Reviews: A Case Study of the**
 Hotel Industry,” Greg Lewis, Senior Researcher, *Microsoft*
- “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*