Pnina Feldman

Darden School of Business, University of Virginia
FeldmanP@darden.virginia.edu

ACADEMIC POSITIONS

University of Virginia, Darden School of Business
Charlottesville, VA
Technology and Operations Management
Bigelow Research Associate Professor, 2024-now
Visiting Associate Professor, 2023-2024

Boston University, Questrom School of Business
Boston, MA
Operations and Technology Management
Dean's Research Scholar, 2022-2024
Faculty Director of the Questrom Undergraduate Honors Program, 2020–2023
Associate Professor (with tenure), 2020-2024
Assistant Professor, 2018–2020

University of California, Haas School of Business
Berkeley, CA
Operations and Technology Information Management
Barbara and Gerson Bakar Faculty Research Fellow, 2014-2017
Assistant Professor, 2010 – 2017

EDUCATION

The Wharton School, University of Pennsylvania
Philadelphia, PA
Doctor of Philosophy, Operations and Information Management, 2010
Dissertation: Pricing in the Presence of Strategic Consumer Behavior

Technion—Israel Institute of Technology
Haifa, Israel
Master of Science in Industrial Engineering, *Summa Cum Laude*, 2004
Dissertation: Cost Estimation in a Finite Capacity Environment

Technion—Israel Institute of Technology
Haifa, Israel
Bachelor of Science in Industrial Engineering and Management, *Cum Laude*, 2002

Pennsylvania State University
State College, PA
Department of Industrial and Manufacturing Engineering, Fall 2000
Technion-Penn State Student Exchange Program

RESEARCH INTERESTS

- Service and platform operations
- Pricing and revenue management
- Operational implications of new technologies on business models
- Implications of consumer behavior on operational decisions
- Operations economics and operations-marketing interface

JOURNAL PUBLICATIONS

(* denotes work with a doctoral student, or work that originated when the co-author was a doctoral student)

"Managing Relationships Between Restaurants and Food Delivery Platforms: Conflict, Contracts, and Coordination", with A. Frazelle* and R. Swinney. 2023. *Management Science*. 69(2) 812-823.

- Previous version Titled: "Can Delivery Platforms Benefit Restaurants?"
- Finalist for the 2025 *Management Science Best Paper Award in Operations Management*

"The Important Role of Time Limits when Consumers Choose Their Time in Service", with E. Segev. 2023. *Management Science* 68(9) 6666-6686.

- *2022 Rothblum Award* for Excellent Work in Operations Research
- 3rd place in the *2021 INFORMS Service Science Best Cluster Paper Award*

"Welfare Implications of Congestion Pricing: Evidence from SF Park", with J. Li and T. Tsai*. 2022. *Manufacturing and Service Operations Management*. 24(2) 1091-1109.

- 2nd place in the *Public Sector Operations Research (PSOR) Award Competition*
- Finalist in the *Service Science Cluster Best Paper Award Competition*

"Insincere Negotiation: Using the Negotiation Process to Pursue Ulterior Motives," with K. Anand, P. Kang* and M. Schweitzer. 2020. *Journal of Experimental Social Psychology*. 89: 103981.

"Becoming Strategic: Endogenous Consumer Time Preferences and Multiperiod Pricing", with A. Aflaki* and R. Swinney. 2020. *Operations Research*, 68(4) 1116-1131.

"Social Learning and the Design of New Experience Goods", with Y. Papanastasiou and E. Segev. 2019. *Management Science*, 65(4) 1502-1519.

"Is Advance Selling Desirable with Competition?", with G. Cachon. 2017. *Marketing Science*, 36(2) 195-213.

"Price Commitments with Strategic Consumers: Why it can be Optimal to Discount More Frequently… Than Optimal," with G. Cachon. 2015. *Manufacturing and Service Operations Management*, 17(3) 399-410.

"Service System with Slowdowns: Potential Failures and Proposed Solutions", with J. Dong* and G. Yom Tov. 2015. *Operations Research*, 63(2) 305—324.

"Pricing Services Subject to Congestion: Sell Subscriptions or Charge a Per-Use Fee?," with G. Cachon. 2011. *Manufacturing and Service Operations Management*, 13(2) 244—260.

"Model for Cost Estimation in a Finite Capacity Environment," with A. Shtub. 2006. *International Journal of Production Research*, 44(2) 305—327.

WORKING PAPERS AND PAPERS UNDER REVIEW

"The Enigma of Ticket Exchanges (and Other Reselling Markets)", with G. Cachon

- Previous versions titled: "Why Facilitate Ticket Exchanges and Other Reselling Markets: Pricing capacity and Recourse Strategies."

"Blockchain Adoption and Greenwashing", with Y. Li* and G. Tsoukalas

- Selected for presentation in the *2025 MSOM Technology, Innovation and Entrepreneurship (TIE) Special Interest Group*

"Too Good to Go: Can Platforms End Food Waste?", with L. Feng* and R. Swinney

"Selling Capacity Over Time when the Firm is Uncertain of what Customers Know", with G. Cachon

IN PREPARATION

"Service Design in the Age of AI", with E. Segev

"Customers' (Ir)rational Responses to Time Limits", with E. Segev and M. Shell

INVITED SEMINARS

2025: Southern Association of Independent Schools (practitioner)

2024: Georgia Institute of Technology, Scheller College of Business; University of Michigan, Stephen M. Ross School of Business; The University of Kansas, School of Business; George Mason University, Costello College of Business; University of Toronto, Rotman School of Management; George Washington University

2022: University of Virginia, Darden School of Business; University of Texas at Austin, McCombs School of Business; University of Utah, David Eccles School of Business

2021: City University of New York, Baruch College, Zicklin School of Business

2020: Johns Hopkins University, Carey Business School

2019: Dartmouth College, Tuck School of Business; Boston University, Questrom School of Business; University of Washington, Foster School of Business; University of Rochester, Simon School; Massachusetts Institute of Technology (MIT), Sloan School of Management

2018: Boston University, Boston University, Questrom School of Business; Boston College, Carroll School of Management; University College London, School of Management; London Business School; Georgetown University, McDonough School of Business

2016: University of California at Berkeley, Haas School of Business; Boston University, Questrom School of Business

2015: Reichman University, Arison School of Business (Marketing); Technion – Israel Institute of Technology, Industrial Engineering and Management

2013: University of California at Davis, Graduate school of Management; Santa Clara University, Leavey School of Business; Tel Aviv University, Coller School of Management, Leon Recanati Graduate School of Business Administration
2011: Technion – Israel Institute of Technology, Industrial Engineering and Management; University of California at Irvine, Paul Merage School of Business

2010: University of Utah, David Eccles School of Business; New York University, Stern School of Business; Stanford University, Graduate School of Business; Georgetown University, McDonough School of Business; European School of Management and Technology; London Business School; University of Southern California, Marshall Business School; University of California at Berkeley, Haas School of Business; University of Chicago, Booth School of Business; Washington University at St. Louis, Olin School of Business; University of Maryland, Robert H. Smith School of Business

2009: University of Pennsylvania, The Wharton School; Northwestern University, Kellogg School of Management

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CASES AND TEACHING MATERIALS

"Lyft and Autonomous Vehicles: A Fast Lane to Growth?", with D. Kalogeropoulos (UVA-OM-1846)

"New Vision for BBQ?", with J. Halversen (UVA-OM-1839, includes teaching note and spreadsheet)

"Can Zara Fast-Forward Fashion?", with R. Chao and R. Goldberg (UVA-OM-1817, includes teaching note)

"Southwest Airlines: The Next Frontier", with R. Chao and R. Goldberg (UVA-OM-1843, Japanese)

"Southwest Airlines: The Next Frontier", with R. Chao and R. Goldberg (UVA-OM-1816, includes teaching note)

"Thin Markets, Strategic Moves: Pricing Dynamics in Google's Sponsored Search", with M. Albert and D. Popescu (UVA-QA-0974, includes teaching note and spreadsheet)

"Queueing Fundamentals", with D. Thomas (UVA-OM-8908)

CONFERENCE PRESENTATIONS

The Enigma of Ticket Exchanges (and Other Reselling Markets): 2024 Informs Annual Conference (Seattle, WA), 2024 Informs Revenue Management and Pricing Conference (Los Angeles, CA), 2024 Euro Conference (Copenhagen, Denmark)

Blockchain Adoption and Greenwashing: 2025 MSOM TIE SIG (London, UK), 2023 INFORMS Annual meeting (Phoenix, AZ), 2023 Annual POMS Conference (Orlando, FL)

Consumer Responses to Time Limits in Discretionary Services: 2025 POMS Annual meeting (Atlanta, GA), 2023 INFORMS Annual meeting (Phoenix, AZ)

Pricing Capacity over Time and Recourse Strategies: Facilitate Reselling, Offer Refunds/Options, or Overbook? 2022 MSOM Annual Meeting (Munich, Germany), 2019 INFORMS Annual Meeting (Seattle, WA), 2019 MSOM Annual Meeting (NUS, Singapore), 2019 INFORMS Revenue Management and Pricing Section (Stanford, CA), 2018 INFORMS Annual Meeting (Phoenix, AZ)

The Subscription Box Business Model: Learning, Pricing and Assortment: 2020 INFORMS Annual Meeting (National Harbor, MD), 2019 INFORMS Annual Meeting (Seattle, WA)

Controlling Congestion when Consumers Choose Their Service Time: 2021 INFORMS Annual Meeting (Aneheim, CA), 2019 Annual Meeting (Seattle, WA), 2019 MSOM Annual Meeting (NUS, Singapore), 2018 INFORMS Annual Meeting (Phoenix, AZ), 2018 MSOM Annual Meeting (Dallas, TX), 2018 Revenue Management and Pricing Conference (Toronto, Canada)

Social Learning and the Design of New Experience Goods: 2018 INFORMS Annual Meeting (Phoenix, AZ), 2017 INFORMS Annual Meeting (Houston, TX)

Welfare Implications of Congestion Pricing: Evidence from SF Park: 2017 INFORMS Annual Meeting (Houston, TX), 2016 INFORMS Revenue Management and Pricing Section (New York, NY), 2016 Annual POMS Conference (Orlando, FL)

Should Consumers be Strategic? 2017 INFORMS Annual Meeting (Houston, TX), 2016 MSOM Annual Meeting (Auckland, New Zealand), 2016 Annual POMS Conference (Orlando, FL), 2015 INFORMS Annual Meeting (Philadelphia, PA)

Interpreting "3 Seats Left": An Empirical Analysis of Airline Inventory Announcements: 2015 INFORMS Annual Meeting (Philadelphia, PA), 2015 MSOM Annual Meeting (Toronto, Canada), 2015 INFORMS Revenue Management and Pricing Section (New York, NY), 2015 Annual POMS Conference (Washington DC), 2014 INFORMS Annual Meeting (San Francisco, CA)

Building Personal Connections: An Empirical Analysis of a Financial Call Center: 2014 INFORMS Annual Meeting (San Francisco, CA)
Information Release under New Product Introduction: 2013 INFORMS Annual Meeting (Minneapolis, MN)

Consumer Learning in Rental Markets: 2013 INFORMS Annual Meeting (Minneapolis, MN)

Pricing Reservations: 2016 MSOM Annual Meeting (Auckland, New Zealand), 2014 INFORMS Annual Meeting (San Francisco, CA), 2013 INFORMS Annual Meeting (Minneapolis, MN), 2013 MSOM Annual Meeting (Fontainebleau, France), 2013 EURO/INFORMS International Meeting (Rome, Italy), 2013 Annual POMS Conference (Denver, CO), 2012 INFORMS Annual Meeting (Phoenix, AZ)

Slowdown Services: Staffing Service Systems with Load Dependent Service Rate: 2014 INFORMS Annual Meeting (San Francisco, CA), 2014 MSOM Service SiG (Seattle, WA), 2013 INFORMS Annual Meeting (Minneapolis, MN), 2012 INFORMS Annual Meeting (Phoenix, AZ)

Ignorance is Bliss: the case of Risk Pooling: 2011 INFORMS Annual Meeting (Charlotte, NC)

Dynamic versus Static Pricing in the Presence of Strategic Consumers: 2011 INFORMS Annual Meeting (Charlotte, NC), 2011 Annual POMS Conference (Reno, CA), 2010 INFORMS Annual Meeting (Austin, TX), 2009 INFORMS Annual Meeting (San Diego, CA)

Advance Selling, Strategic Consumers and Competition: 2009 INFORMS Annual Meeting (San Diego, CA), 2009 MSOM Annual Meeting (Cambridge, MA), 2009 INFORMS International (Toronto, Canada)

Pricing Services Subject to Congestion: Sell Subscriptions or Charge Per-Use Fees?: 2008 INFORMS Annual Meeting (Washington, DC), 2008 INFORMS Revenue Management and Pricing Section (Montreal, Canada), 2008 MSOM Annual Meeting (College Park, MD)

INTERVIEWS AND MEDIA MENTIONS

A New Case on a Familiar Frustration, *Darden Ideas to Action*, January 2026

Interviewed on FIFA world cup ticket sales, *Fox Business News*, Aired December 2025

"Office Hours with Pnina Feldman" Podcast, *Darden Admissions*, December 2025

World Cup ticket resale madness begins as FIFA takes two 15% fees on each sale, *The Athletic (New York Times)*, October 2025

How to Avoid Kicking Yourself In the FIFA World Cup Ticket Frenzy, *Darden Report Online*, September 2025

Looking for Taylor Swift Tickets? Resellers Are Going Legit, *UVA Today,* September 2024

Looking for Taylor Swift Tickets? Resellers Have Emerged from the Shadows, *The Darden Report,* August 2024

A Better Revenue Sharing System for Food Delivery Services, *Fuqua Insights*, January 2023

Food Delivery Platforms: Worth the Bite Out of Revenue for Restaurants, or has the Relationship Spoiled?, *Insights@Questrom*, July 2022

New Recipe for Restaurant, App Contract, *Insights@Questrom*, May 2022

Researchers Delivery Recipe for Restaurant, App Contracts, *UT Dallas News Center*, May 2022

Welfare implications of congestion pricing, *Insights@Questrom*, March 2021
A bargain hunter's paradox, *Fuqua Insights,* May 2020

To buy or not to buy, *Questrom News*, December 2019

The Israeli consumer online: makes more price comparisons and writes reviews, *Yediot Ahronot* (Israel's largest daily newspaper), Finance Magazine, January 2019

Top 7 books for innovators to read in 2019, *Questrom News*, January 2019

Customer reviews have an unexpected effect on product design and quality, *Questrom News*, January 2019

Brick-and-mortar stores fight to survive as some embrace online shopping, *The Daily Free Press*, October 2018

Frequently discounting maximizes retailer revenues, *Berkeley-Haas News*, September 2015

TEACHING

Darden School of Business, University of Virginia
Technology and Operations Management (Residential MBA First Year Core)
Managing Service Operations (Residential MBA Elective)

Questrom School of Business, Boston University
Risk Management (FTMBA elective), 2022
Risk Management (Online MBA Mod4), 2021-present
Honors Program Colloquium (UG Honors Program), 2020-present
Inventory and Supply Chain Models (PhD), 2020
Creating Value through Operations and Technology (PEMBA core), 2020
Operations Analysis and Innovation (FTMBA elective), 2017-2020
Operations Analysis and Innovation (PEMBA elective), 2018-2019
Operations Analysis (Undergraduate elective), 2018-2019
Topics in Operations (PhD, co-taught with OM Questrom faculty), 2017-2018

Haas School of Business, University of California, Berkeley
Operations Management (weekend MBA core), 2012-2013, 2015-2017
Operations Management (evening MBA core), 2011-2013
Rational Consumer Behavior in Operations Management (PhD), 2011-2014
Production and Operations Management (undergraduate elective), 2010-2011

The Wharton School, University of Pennsylvania
Teaching Assistant, 2006-2009
Introduction to Operations Management (undergraduate), Decision Models and Uncertainty (MBA), Quality and Productivity (MBA), Supply Chain Management (MBA and EMTM).

Technion—Israel Institute of Technology
Teaching Assistant, 2002-2005
Project Management (undergraduate), Logistics and Supply Chain Management (undergraduate), Introduction to Industrial Engineering (undergraduate), Projects in Production and Service Systems (undergraduate), Supply Chain Management (MBA), Operations Research for System Engineers (external studies)

MILITARY SERVICE

Israel Defense Forces
The Military Academy
Soldier - Teacher, Sergeant, 1996-1998

HONORS, AWARDS AND GRANTS

At Darden:

The Darden Outstanding Faculty Award (2024-2025)

Faculty Marshal of the residential MBA program (2024-2025)

Finalist of the *2025 Management Science Best Paper Award in Operations Management* (for Managing Relationships Between Restaurants and Food Delivery Platforms: Conflict, Contracts, and Coordination)

- Awarded annually for the best papers published in Management Science in the last 3 years

At BU:

Dean's Research Scholar (2022-2024)

- Awarded by the deans for excellence in research
- Recognizes faculty with outstanding research performance over the previous three-year period and strong future research potential

Boston University Provost's Scholar-Teacher of the Year Award (2022) [Announcements: BU Website, *BU Today*]

- Awarded annually by the Provost of Boston University to one researcher across the university
- Recognizes outstanding scholars who excel as teachers inside and outside the classroom and who contribute to the art and science of teaching and learning

2022 Rothblum Award for Excellent Work in Operations Research (for The Important Role of Time Limits when Consumers Choose Their Time in Service)

- Awarded to one paper annually by the Israeli Society of Operations Research

Broderick Award for Faculty Contribution to Student Learning and Experience (2022-2023)

- Awarded annually to one faculty member at Questrom

Slatkin Award for Excellence in Research (2021-2022)

- Awarded annually to one faculty member at Questrom

3rd place winner of the *2021 INFORMS Service Science Cluster Best Paper Award Competition* (for The Important Role of Time Limits when Consumers Choose Their Time in Service)

The U.S.-Israel Binational Science Foundation (BSF) Research Grant (with E. Segev, $70,000, 2021-2024)

Broderick Award for Excellence in Teaching (2020-2021)

- Awarded annually to one faculty at Questrom
- Recognizes outstanding teaching, classroom performance and innovative contributions in course and curricular development and pedagogy

PEMBA Best Faculty Award (2020-2021)

- Voted by the Part Time MBA students

- Awarded for the PEMBA core: "Creating Value through Operations and Technology"

MBA Award for Outstanding Teaching (2020-2021)
- Voted by the Full Time MBA students
- Awarded for the MBA elective: "Operations Analysis and Innovation"

Manufacturing & Service Operations Management Meritorious Service Award (2018, 2019, 2020)

At Berkeley:

Barbara and Gerson Bakar Faculty Fellow (2014-2017)
- Recognizes associate or assistant professor who demonstrate record of accomplishment and a very bright future
- Awarded to 5 assistant/associate professors at the Haas School of Business

2nd place in the *2016 INFORMS Public Sector Operations Research (PSOR) Award Competition* (for Welfare Implications of Congestion Pricing: Evidence from SF Park)

Finalist in the *2016 INFORMS Service Science Cluster Best Paper Award Competition* (for Welfare Implications of Congestion Pricing: Evidence from SF Park)

Garwood Faculty Research Grant ($15,000) (2013)
- A research grant to support research on innovation in a corporate context
- Awarded by the Institute for Business Innovation – Garwood Center for Corporate Innovation at the Haas School of Business
- Received for a proposal on "innovations in service operations"

Manufacturing & Service Operations Management Meritorious Service Award (2011, 2013)

Management Science Meritorious Service Award (2013)

Earl F. Cheit Award for outstanding teaching (Weekend MBA)
- Highest teaching award for instructors at the Haas School of Business
- Awarded twice (every time eligible): 2012-2013, 2015-2016

Haas Club-6 membership for teaching (2011-2017)
- Awarded to instructors who receive teaching evaluation scores of at least 6 out of 7
- Received every semester taught

At Wharton:

Dean's Doctoral Fellowship, Wharton (2009-2010)

Robert R. Nathan Fellowship (2008-2009)
- Awarded to a PhD student at Wharton to recognize outstanding work in applied economics
- Awarded to one student annually out of the entire doctoral community at Wharton

OPIM Scholar Award, Wharton (2008)

- Departmental award to the doctoral student with the most outstanding progress towards the completion of the dissertation

Wharton Risk Center Russell Ackoff Doctoral Student Fellowship

- Awarded to PhD students at the University of Pennsylvania to conduct research in decision making under risk and uncertainty
- Received for "Advance selling under competition" (2008-2009)
- Received for "Charge per-use fees or sell subscriptions" (2007-2008)

SAP Fellowship for the 3rd Lindau Meeting of Nobel Laureates in Economics, Lindau, Germany (2008)

- Selected as the only student representative from the University of Pennsylvania

MITACS Student Grant, INFORMS Revenue Management and Pricing Conference, Montreal, Canada (2008)

Doctoral Fellowship, Wharton (2005-2009)

At Technion:

Teaching Assistantship Excellence Award, Technion—awarded three times based on students' evaluations (2002-2004)

Miriam and Aaron Gutwirth Fellowship—country-wide award for graduate students for excellence in research (2003)

Graduate Fellowship, Technion (2002-2004)

President's award for distinction (top 5% of students, university-wide), Technion (1999-2002)

DOCTORAL STUDENT ADVISING

Boston University: Elnaz Karimi (dissertation advisor, graduation year: 2021, first position: BCG), Minje Park (dissertation committee, graduation year: 2022, first position: posdoc at Columbia Business School), Yuze (Richard) Li (dissertation advisor, expected graduation year: 2026), Linghui Feng (dissertation advisor, expected graduation year: 2026)

UC Berkeley: Katherine Ashley (dissertation advisor, graduation year: 2017, first position: Montclair University), Bo Liao (dissertation committee), Liang Lu, Agricultural and Resource Economics (doctoral committee, outside member)

Doctoral student co-authors: Andrew Frazelle (Duke, Decision Sciences), Arian Aflaki (Duke, Operations Management), Polly Kang (Wharton, Decisions), Hsin-Tien Tsai (Berkeley, economics department), Jing Dong (Columbia, IEOR)

INDUSTRY ADVISING

- FanRally (2021), pricing and revenue management, sports ticketing
- MyMentor (2019), platform operations, education

- Caviar (2017), platform operations, food delivery
- City of Berkeley (2016), pricing and revenue management, parking
- SeatMe (2013), pricing and revenue management, restaurant reservations
- GlossyBox (2013), platform operations, cosmetics subscription boxes

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SERVICE TO THE DEPARTMENT

Questrom Service:
- Hiring committee (2022-2023, 2021-2022, 2020-2021)
- Chair of the OTM Doctoral Program (2021-2022)
- Junior faculty mentoring: Michelle Shell, Jinglong Zhao

SERVICE TO THE SCHOOL

Darden Service:
- Course head (Operations II core course) (2025-2026)
- Member of the residential MBA Program Committee (2025-2026)
- Faculty representative of the DSA Program and Advisory Committee (2025-2026)
- Daniels Family Scholarship award committee (2023-2025)
- DADS hiring committee (external member) (2024-2025)

Questrom Service:
- Faculty Director of the Questrom Undergraduate Honors Program (2020-2023)
- Chair of the Honors Program Task Force on Curriculum (2021-2023)
- Member of the Online MBA Design Team (2019-now)
- Member of the PEMBA Task Force on Core Curriculum (2020)
- Member of the MBA Task Force on Core Curriculum (2019-2020)
- Member of the Faculty and Policy Committee (FPC) (2019-2020)
- Member of the MBA Program Development Committee (PDC) (2018-2019)
- Member of the MBA Sub-Committee of Student Academic Affairs (2018-2019)

Berkeley Haas Service:
- Member of the Evening, Weekend and Executive MBA Committee (2015-2017)
- Member of the hiring committee (2011-2017)
- Berkeley Haas Assistant Professor Representative (2013-2014)
- Berkeley Haas OITM Seminar Coordinator (2010-2012)

SERVICE TO THE UNIVERSITY

BU Service:
- University Faculty Teaching Awards Committee (2022-2023)

SERVICE TO THE PROFESSION

Journal Editorial Positions: Service Science (Associate Editor, 2023 – Present), Manufacturing and Service Operations Management (Associate Editor, 2021 – Present), Production and Operations Management (Senior Editor, 2018 – Present), Operations Research (Special Issue and Guest Associate Editor, 2020)

Conference Program Committee*:* 2026 Manufacturing and Service Operations Conference, 2019 Revenue Management and Pricing Conference.

Conference Track Chair: 2023 MSOM Service Operations SIG Chair, 2013 INFORMS Annual Meeting: MSOM Sponsored Service SIG Track Chair.

Conference Session Chair: 2026 INFORMS Annual Meeting ("Behavior in Services", MSOM Service SIG Track), 2022 INFORMS Annual Meeting ("Behavior in Services", MSOM Service SIG Track), 2021 INFORMS Annual Meeting ("Service Economics", MSOM Service SIG Track, "Platform Operations", RM&P Track), 2020 INFORMS Annual Meeting ("The Subscription Box Business Model", MSOM Service SIG Track), 2019 INFORMS Annual Meeting ("Innovative Pricing Strategies", RM&P Track, "Retail Operations", MSOM Supply Chain SIG Track, "Strategic Behavior in Service Systems", MSOM Service SIG Track), 2018 INFORMS Annual Meeting ("Innovations in Pricing and Revenue Management", RM&P Track, "Innovation in Service Operations", MSOM Service SIG Track), 2017 INFORMS Annual Meeting ("Emerging Topics in Pricing and Revenue Management, RM&P Track, "Empirical Service Operations", MSOM Service SIG Track), 2017 POMS Annual Meeting ("Empirical Research in OM", Service Operations Track, "Consumer Behavior in Operations Management", Manufacturing Operations Track), 2016 INFORMS Annual Meeting ("On Demand Services", MSOM Service SIG Track, "Empirical Research on Pricing and Revenue Management", RM&P Track), 2015 INFORMS Annual Meeting ("Innovative Pricing Strategies", RM&P track), 2014 INFORMS Annual Meeting ("Consumer Behavior in Services", MSOM Service SiG Track and "Business Models in Services", co-chaired with J. Guajardo, MSOM Service SIG Track), 2013 INFORMS Annual Meeting ("Innovation in Service Systems", MSOM Service SIG Track, co-chaired with J. Guajardo and "Models of Consumer Behavior", MSOM Cluster), 2013 EURO/INFORMS International Annual Meeting ("Pricing Strategies with Consumer Behavior"), 2011 INFORMS Annual Meeting ("Managing Services with Strategic Consumers ", MSOM Service SIG Track, co-chaired with G. Allon)

Conference Review Boards: 2022 MSOM Service SIG Conference (Munich, Germany), 2019 MSOM Service SIG Conference (Singapore), 2016 MSOM Service SIG Conference (Auckland, New Zealand), 2015 MSOM Supply Chain SIG Conference (Toronto, CA), 2014 MSOM Service SIG Conference (Seattle, WA), 2013 MSOM Supply Chain SIG Conference (Fontainebleau, France), 2012 MSOM Service SIG Conference (New York, NY), 2011 MSOM Service SIG Conference (Ann Arbor, MI), 2011 MSOM Conference (Ann Arbor, MI), 2010 MSOM Conference (Haifa, Israel)

Paper Competition Chair: INFORMS Public Sector Operations Research (PSOR) (2017)

Paper Competition Judging: INFORMS Public Sector Operations Research (PSOR) (2018, 2019, 2020, 2022), MSOM Student Paper Competition (2013, 2014, 2015, 2016, 2020, 2021)

Memberships: Institute for Operations Research and Management Science (INFORMS), Manufacturing & Service Operations Management (MSOM), Production and Operations Management (POMS)

Reviewer for *Management Science, Manufacturing & Service Operations Management* (MSOM), *Operations Research* (OR), *Production and Operations Management* (POM), *Marketing Science, Journal of Marketing Research*

(JMR)*, Journal of Economics and Management Strategy* (JEMS), *Naval Research Logistics, European Journal of Production Research* (EJOR), *Omega, California Management Review*

Updated 1/26/2026