

Pnina Feldman

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

ACADEMIC POSITIONS

University of Virginia, Darden School of Business

Charlottesville, VA

Visiting Associate Professor of Technology and Operations Management, 2023-2024

Boston University, Questrom School of Business

Boston, MA

Dean's Research Scholar, 2022 – present

Faculty Director of the Questrom Undergraduate Honors Program, 2020 – 2023

Associate Professor of Operations and Technology Management (with tenure), 2020 – present

Assistant Professor of Operations and Technology Management, 2018 – 2020

University of California, Haas School of Business

Berkeley, CA

Barbara and Gerson Bakar Faculty Research Fellow, 2014-2017

Assistant Professor of Operations and Technology Information Management, 2010 – 2017

EDUCATION

The Wharton School, University of Pennsylvania

Philadelphia, PA

Doctor of Philosophy in 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

Operations management incorporating consumer behavior, business model innovation, pricing and revenue management, service and platform operations, operations economics, 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?”

“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

“Why Facilitate Ticket Exchanges and Other Reselling Markets: Pricing capacity and Recourse Strategies”, with G. Cachon

- Previous version titled: “Pricing Capacity over Time and Recourse Strategies: Facilitate Reselling, Offer Refunds/Options, or Overbook?”

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

IN PREPARATION

“Optimal Service Design in the World of AI”, with E. Segev and G. Yom-Tov

“Too Good to Go: Pricing and Inventory Decisions of Food Waste Platforms”, with L. Feng* and R. Swinney

“The Trustworthiness of Blockchains and the Implications for Supplier Adoption”, with Y. Li* and G. Tsoukalas

“Healthcare On-Demand Platforms”, with H. Bavafa and J. Oh

“Lingering around till I’m Kicked Out: The Behavioral Effects of Time Limits”, with E. Segev and M. Shell

INVITED SEMINARS

2023:

- George Mason University (scheduled)

2022:

- Tsinghua University
- Darden School of Business
- University of Texas at Austin
- University of Utah

2021:

- Baruch College

2020:

- John's Hopkins University
- HEC Paris
- INSEAD

2019:

- Dartmouth College
- Boston University
- University of Washington
- University of Rochester
- MIT Sloan

2018:

- Boston University
- Boston College
- University College London
- London Business School
- Georgetown University

2016:

- University of California at Berkeley
- Boston University

2015:

- IDC Herzliya (Marketing)
- Technion – Israel Institute of Technology

2013:

- University of California at Davis
- Santa Clara University
- Tel Aviv University

2011:

- Technion – Israel Institute of Technology
- University of California at Irvine

2010:

- University of Utah
- New York University
- Stanford University
- Georgetown University
- European School of Management and Technology
- London Business School
- University of Southern California
- University of California at Berkeley

- University of Chicago
- Washington University at St. Louis
- University of Maryland

2009:

- University of Pennsylvania
- Northwestern University

CONFERENCE PRESENTATIONS

The Trustworthiness of Blockchains and the Implications for Supplier Adoption: 2023 Annual POMS Conference (Orlando, FL)

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

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)

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

Supply Chain Management / Operations Analysis and Innovation (FTMBA elective), 2017-2020

Operations Analysis and Innovation (FTMBA elective), 2018-2019

Operations Analysis (Undergraduate elective), 2018-2019

Topics in Operations Management (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), 2011-2012, 2013-2014

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 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

OPIIM 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), Yuze (Richard) Li (dissertation advisor, expected graduation year: 2026), Linguei 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)

SERVICE TO THE DEPARTMENT

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

Leadership: Faculty Director of the Questrom Undergraduate Honors Program (2020-2023)

Questrom Committees:

- 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 Committees:

- 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)
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SERVICE TO THE UNIVERSITY

University Faculty Teaching Awards Committee (2022-2023)

SERVICE TO THE PROFESSION

Journal Editorial Positions: Manufacturing and Service Operations Management (Associate Editor, 2021 – Present), Production and Operations Management (Senior Editor, 2018 – Present), Operations Research (Ad-hoc Associate Editor, 2020 – Present)

Conference Program Committee: 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: 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 7/13/2023