

# Setareh Farajollahzadeh

setareh.farajollahzadeh@mcgill.ca <http://setarehfarajollahzadeh.com>

## Appointment

---

**Assistant Professor of Operations Management** 2023-present  
—Desautels Faculty of Management, McGill University

## Education

---

**Ph.D. in Operations Management** 2017-2023  
—Rotman School of Management, University of Toronto, Toronto, Canada  
—Thesis: “(Social) Pooling in Service, Capacity, and Demand”

**Master of Business Administration (MBA)** 2014-2017  
—Sharif University of Technology Business School, Tehran, Iran  
—Thesis: “Dynamic Pricing Model Based on Drivers’ Rejection Behavior for Ride-Hailing Platforms” (In collaboration with **Tap30**, an Iranian ride-hailing company)

**B.Sc. in Industrial Engineering** 2010-2014  
—Sharif University of Technology (SUT), Tehran, Iran  
—Thesis: “Evaluating Customers’ Lifetime Value”

## Research Interests

---

Data-driven Revenue Management / Diversity, Equity, and Inclusion / Socially Responsible Operations Management

## Preprints and Working Papers

---

1. Farajollahzadeh, Setareh, and Ming Hu. “Potty Parity: Process Flexibility via Unisex Restrooms.” Available at SSRN 3914880 (2021). Under Third Round of Review at *Management Science* (Major Revision).
  - Finalist, INFORMS DEI Best Student Paper 2024
  - Finalist, CORS Student Paper Competition, Applied Probability & Queueing SIG 2023
  - Media coverage: [Refreshing your office space? Have you considered your potty parity?](#)
2. Farajollahzadeh, Setareh, and Ming Hu. “Sharing Newsboys.” Available at SSRN 3549011 (2022). Major Revision at *Operations Research*.
  - MSOM SIG 2023
3. Chen, Ningyuan, Setareh Farajollahzadeh, and Guan Wang. “Learning Consumer Preferences from Bundle Sales Data.” Available at SSRN 4467829 (2022). Reject and Resubmit at *Manufacturing & Service Operations Management*.
  - Winner, CORS best student paper competition 2023
4. Abdolahnezhad, H, Ningyuan Chen, Setareh Farajollahzadeh, and Ming Hu. “Simultaneous vs. Sequential Product Release.” Available at SSRN 4215955 (2023). Major Revision at *Manufacturing & Service Operations Management*.
  - Media coverage: [How Bingeable TV Protects Against Negative Criticism](#)
5. Daei-Naby, Ali, Setareh Farajollahzadeh, and Ming Hu. “Robust One-Shot Price Experimentation.” Available at SSRN 4899852 (2024). Under Review at *Management Science*.

- Media coverage: From Research to Revenue: The Science Behind One-Shot Price Experiments for Hotels

6. (Case Study) Farajollahzadeh, Setareh, Ming Hu, and Vahid Roshanaei. “Potty Parity: Restroom Design for a Stadium.” Under Second Round of Review at *INFORMS Transactions on Education* (Major Revision).

- Winner, INFORMS Case Competition 2024

## Invited Talks & Conference Contributions

---

(c) cancel for visa issues, (v) virtual

paper #	conference name, location	year
1	Laidley Centre for Business Ethics & Equity, McGill University	2025
1,4,6	INFORMS Annual Meeting, Seattle (c)	2024
4	MSOM (c)	2024
1	POMS (c)	2024
1	EAAMO'23, Boston University, Boston	2023
4	INFORMS Annual Meeting, Arizona	2023
1,2	MSOM Annual Conference, Montreal	2023
1,3	CORS, Montreal	2023
1	Harvard Business School (c)	2023
1	Naveen Jindal School of Management (c)	2023
1	Ross School of Business (c)	2023
1	Scheller College of Business (c)	2023
1	Carey Business School (c)	2023
1	George Washington School of Business (c)	2022
1	Hong Kong University Business School (c)	2022
1	HEC Paris Business School (c)	2022
1	Lubar College of Business - University of Wisconsin-Milwaukee (c)	2023
1	University of Nebraska-Lincoln College of Business (c)	2022
1	Ivey Business School (c)	2022
1	London Business School (v)	2022
1	Deasutles Faculty of Management	2022
1,3,4	INFORMS Annual Conference (v)	2022
3	Data Science Lab, MIT (v)	2022
3	CSAMSE, Harbin, China (v)	2022
1,2,3	INFORMS MSOM Annual Conference, Germany (c)	2022
3	INFORMS Revenue Management and Pricing section, Chicago (v)	2022
1	INFORMS International Conference on Service Science, Shenzhen, China (v)	2022
1,2,3	CORS INFORMS International Meeting, Vancouver	2022
1	AASG Workshop, Auckland (v)	2022
1	POMS (v)	2022
1	CanQueue, Montreal	2021
2	INFORMS Revenue Management and Pricing section (v)	2021
1	Thirdspace Lab, Computer Science department, University of Toronto (v)	2021
2	CORS (v)	2021
2	INFORMS MSOM Annual Conference (v)	2021
1	INFORMS, Anaheim (v)	2021
2	INFORMS (v)	2020

## Honors & Awards

---

Winner, INFORMS Case Competition	2024
Finalist, INFORMS DEI Best Student Paper	2024

<b>Winner</b> , CORS best student paper competition	2023
<b>Finalist</b> , best student paper competition Applied Probability and Queueing SIG (CORS)	2023
<b>Travel Grant</b> , Canadian Operational Research Society	2019,2022
<b>Fellowship</b> , Rotman School of Business for Ph.D. program	2017-2023
<b>Honored student</b> as Exceptional Talents at SUT MBA Program	2014
<b>Fellowship</b> , National Foundation of Elites, Iran	2009-2013
<b>Bronze Medal</b> , 18 <sup>th</sup> Iranian National Olympiad in Informatics (INOI)	2008
<b>Honored Member</b> of Iranian National Women Chess Team	2006,2007
<b>Place 7</b> , Asian Youth U14 Championship, Chess Tournament	2006
<b>Golden Medal</b> , National Scholastic Chess Championship	2003,2005,2007

## Services & Leadership Experiences

---

<b>Co-Cluster Chair (Social Goods)</b> , Informs Computing Society Conference	2025
<b>DEI Committee Member</b> , McGill University	2024-2025
<b>Judge</b> , INFORMS Public Sector in Operations Research Best Paper Award	2024
<b>Judge</b> , Service Science Best Cluster Paper	2024
<b>Judge</b> , MSOM Sustainable Operations SIG	2024
<b>Judge</b> , MMA practicum projects, McGill	2024
<b>Cluster Chair</b> , Queueing and Applied Probability, CORS conference, London	2024
<b>Session Chair</b> at INFORMS annual meeting	2021, 2023
<b>Founder and Co-organizer</b> of <a href="#">Rotman Young Scholar Seminar Series</a>	2021-present
<b>Student Representative</b> at Graduate Academic Appeals Committee, UofT	2021-2022
<b>YouTube channel administrator</b> for <a href="#">INFORMS RMP Section</a>	2020-2022
<b>Elected Representative</b> of Ph.D. Students at Rotman Committee	2020-2021
<b>Elected Co-president</b> of Rotman Ph.D. Students Association	2019-2020

**Adhoc Reviewer** for Management Science, Operations Research Letters and Production and Operations Management Journal, Manufacturing & Service Operations Management Conference, Conference on Web and Internet Economics, and ACM Conference on Economics and Computation

## Teaching Experiences

---

### Instructor at the McGill University

— Statistics for Business Analytics (undergraduate)	2025
— Foundations of Decision Analytics (undergraduate)	2024,2025

### Teaching Assistant at the University of Toronto

— Statistics for Management (MBA)	2022
— Management Science (undergraduate)	2020
— Operations Management (MBA)	2018-2022
— Supply Chain Management (undergraduate, MBA)	2018-2021

### Tutorials at Sharif University of Technology

— Marketing Channel (MBA)	2016
— Research Method (MBA)	2016
— Operations Management (MBA)	2016
— Game Theory (graduate)	2016
— Computer Information Systems (undergraduate)	2013
— Programming language C++ (undergraduate)	2011

## Industry Experiences

---

<b>Project Coach and lead TA</b> , Master of Management Analytics Practicum (MMA)	2021-2023
— Host companies: Canadian Tire, Payment Canada, Hudson Bay	

## Data Scientist in Pricing Analytics Team at Tap30

2016-2017

—Developing dynamic and surge pricing algorithms has led to a reduction in promotion costs by 1 million dollars annually for the city of Tehran alone, simultaneously elevating the level of promotional productivity

## Extracurricular Activities

---

Chess, Volleyball, Running, Piano

## References

---

- **Prof. Ming Hu**  
Distinguished Professor of Business Operations and Analytics  
Area Coordinator, Operations Management & Statistics  
Rotman School of Management  
ming.hu@rotman.utoronto.ca
- **Prof. Ningyuan Chen**  
Assistant Professor of Operations Management & Statistics  
Rotman School of Management  
ningyuan.chen@utoronto.ca
- **Prof. Opher Baron**  
Distinguished Professor of Operations Management & Statistics  
Academic Director, MMA Program  
opher.baron@rotman.utoronto.ca