

Setareh Farajollahzadeh

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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

Social Impact / Revenue Management and Pricing

Accepted/Published Papers

1. Farajollahzadeh, Setareh, and Ming Hu. “Potty Parity: Process Flexibility via Unisex Restrooms.” *Management Science*. <https://doi.org/10.1287/mnsc.2021.04075>
 - 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?](#)
 - Media coverage: [Rethinking restroom equity: How mixed-gender designs improve access in public venues](#)
 - Media coverage: [Guest Opinion: Equality needs better restroom design, not louder culture wars](#)
2. Farajollahzadeh, Setareh, Ming Hu, and Vahid Roshanaei. “Potty Parity: Restroom Design for a Stadium.” *INFORMS Transactions on Education*. <https://doi.org/10.1287/ited.2023.0051ca>
 - Winner, INFORMS Case Competition 2024

Working Papers

3. Farajollahzadeh, Setareh, and Ming Hu. “Sharing Newsboys.” Available at SSRN 3549011 (2022).
 - Selected for MSOM SIG 2023
4. Chen, Ningyuan, Setareh Farajollahzadeh, Qingwei Jin, Fanni Shen, and Guan Wang. “Learning Consumer Preferences from Bundle Sales Data.” Available at SSRN 4467829 (2022).

- Winner, CORS best student paper competition 2023
- Abdolahnezhad, H, Ningyuan Chen, Setareh Farajollahzadeh, and Ming Hu. “Simultaneous vs. Sequential Product Release.” Available at SSRN 4215955 (2023).
 - Media coverage: [How Bingeable TV Protects Against Negative Criticism](#)
 - Daei-Naby, Ali, Setareh Farajollahzadeh, and Ming Hu. “Robust One-Shot Price Experimentation.” Available at SSRN 4899852 (2024).
 - Finalist, open category best student paper at CORS 2026 (entrant: Ali Daei Naby)
 - Winner, Oded Berman Best Student Paper Competition (entrant: Ali Daei Naby)
 - Media coverage: [From Research to Revenue: The Science Behind One-Shot Price Experiments for Hotels](#)
 - Impact: Implementation as a pricing feature in [pricingservice.ai](#)
 - Extended abstract to appear in the 26th ACM Conference on Economics and Computation (ACM EC 2025)
 - Farajollahzadeh, Setareh, Soonbong Lee, Vahideh Manshadi and Faidra Monachou, “Why the Rooney Rule Fumbles: Limitations of Interview-stage Diversity Interventions in Labor Markets.” Available at SSRN 5179386 (2025).
 - Selected for MSOM SIG (Sustainability) 2026
 - Extended abstract published in the 26th ACM Conference on Economics and Computation (ACM EC 2025)
 - Accepted to Conference on Equity and Access in Algorithms, Mechanisms, and Optimization (ACM EAAMO 2025)
 - Farajollahzadeh, Setareh, Robert Glew, “Raising the Bar: Motivating Contributors in AI-Assisted Crowdsourcing.” Available at SSRN 5627813 (2025).
 - Media coverage: [When gamers become part of the AI supply chain](#)
 - Hamid Arzani, Setareh Farajollahzadeh, Christopher Tang, Ming Hu, “MSOM OM Grand Challenges Proposal: On Gender Equality in Operations Management.”
 - Selected for MSOM SIG (Grand Challenge) 2026

Invited Talks & Conference Contributions

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

paper #	conference name, location	year
8,6	CORS conference, Kingston (scheduled)	2026
panelist	EDI in Operations Management, CORS conference, Kingston (scheduled)	2026
8	AIMOR Workshop, Banff (scheduled)	2026
talk	STOR-i Conference, Lancaster University, UK (c)	2026
panellist	McCAIS Inclusive AI, McGill, Montreal	2025
??,7	CORS, Edmonton	2025
7	1st annual Inter-Area EDI Research Conference at McGill	2025
1	Laidley Centre for Business Ethics & Equity, McGill University	2025
1,??,7	INFORMS Annual Meeting, Seattle (c)	2024
??	MSOM (c)	2024
1	POMS (c)	2024
1	EAAMO'23, Boston University, Boston	2023

??	INFORMS Annual Meeting, Arizona	2023
1,3	MSOM Annual Conference, Montreal	2023
1,4	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
1,4,??	INFORMS Annual Conference (v)	2022
4	Data Science Lab, MIT (v)	2022
4	CSAMSE, Harbin, China (v)	2022
1,3,4	INFORMS MSOM Annual Conference, Germany (c)	2022
4	INFORMS Revenue Management and Pricing section, Chicago (v)	2022
1	INFORMS International Conference on Service Science, Shenzhen, China (v)	2022
1,3,4	CORS INFORMS International Meeting, Vancouver	2022
1	AASG Workshop, Auckland (v)	2022
1	POMS (v)	2022
1	CanQueue, Montreal	2021
3	INFORMS Revenue Management and Pricing section (v)	2021
1	Thirdspace Lab, Computer Science department, University of Toronto (v)	2021
3	CORS (v)	2021
3	INFORMS MSOM Annual Conference (v)	2021
1	INFORMS, Anaheim (v)	2021
3	INFORMS (v)	2020

Honors & Awards

Finalist , CORS best student paper competition	2026
Teaching Grant , Experiential learning course development	2026
SSHRC Grant , Insight Development Grant (co-applicant)	2025
Winner , INFORMS Case Competition	2024
Finalist , INFORMS DEI Best Student Paper	2024
Winner , CORS best student paper competition	2023
Finalist , best student paper competition Applied Probability and Queueing SIG (CORS)	2023
Travel Grant , Canadian Operational Research Society	2019,2022
Fellowship , Rotman School of Business for Ph.D. program	2017-2023
Honored student as Exceptional Talents at SUT MBA Program	2014
Fellowship , National Foundation of Elites, Iran	2009-2013
Bronze Medal , 18 th Iranian National Olympiad in Informatics (INOI)	2008
Honored Member of Iranian National Women Chess Team	2006,2007
Place 7 , Asian Youth U14 Championship, Chess Tournament	2006
Golden Medal , National Scholastic Chess Championship	2003,2005,2007

Services & Leadership Experiences

Panelist EDI in Operations Management, CORS conference, Kingston (scheduled)	2026
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Panelist McCAIS Inclusive AI , McGill, Montreal (scheduled)	2026
Co-Cluster Chair (Operations Management), CORS conference, Kingston	2026
Judge , Behavioral Operations Management Best Paper Award	2025
Judge , CORS Best Undergraduate Paper, CORS conference, Edmonton	2025
Cluster Chair (Retail and Revenue Management) , CORS conference, Edmonton	2025
Co-Cluster Chair (Social Goods), Informs Computing Society Conference	2025
DEI Committee Member , McGill University	2024-2025
Judge , INFORMS Public Sector in Operations Research Best Paper Award	2024
Judge , Service Science Best Cluster Paper	2024
Judge , MSOM Sustainable Operations SIG	2024, 2025
Judge , MMA practicum projects, McGill	2024
Cluster Chair (Queueing and Applied Probability), CORS conference, London	2024
Session Chair at INFORMS annual meeting	2021, 2023
Founder and Co-organizer of Rotman Young Scholar Seminar Series	2021-present
Student Representative at Graduate Academic Appeals Committee, UofT	2021-2022
YouTube channel administrator for INFORMS RMP Section	2020-2022
Elected Representative of Ph.D. Students at Rotman Committee	2020-2021
Elected Co-president of Rotman Ph.D. Students Association	2019-2020

Editorial Review Board, [Decision Science Journal](#), Service Operations Department 2026-2029

Adhoc Reviewer for Management Science, Manufacturing and Service Operations Management, Operations Research, 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 (core, undergraduate)	2025
— Foundations of Decision Analytics (elective, 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

Student Coauthors

1. Guan Wang, PhD student at Rotman School of Management
2. Ali Daei Naby, PhD student at Rotman School of Management
3. Soonbong Lee, PhD student at Yale School of Management (First Position: Assistant Professor at Cornell Business School)
4. Kaibo Zhang, BSc at McGill University (First Position: PhD student at MIT, ORC group)

5. Zhouling Liu, BSc at McGill University (Computer Science)
6. Michael Lukas, BSc at McGill University (Desautles)

Industry Experiences

Project Coach and lead TA, 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