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 (DEI, Artificial Intelligence governance and ethics) / 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: Bloomberg (Oct 2026), Bay Area Reporter (Apr 2026), OutrageMag (Feb 2026), Phys.org (Jan 2026), INFORMS News Release (Jan 2026), Rotman Insights Hub (Jun 2022)

2. Daei-Naby, Ali, Setareh Farajollahzadeh, and Ming Hu. "Robust One-Shot Price Experimentation." Available at SSRN 4899852 (2024). *Management Science*(forthcoming).
   - Winner, INFORMS Revenue Management and Pricing 2026, Jeff McGill Student Paper Award (entrant: Ali Daei Naby)
   - 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: PricingService.ai
   - Extended abstract published in the 26th ACM Conference on Economics and Computation (ACM EC 2025), p. 1211. https://doi.org/10.1145/3736252.3742685

3. 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
   - Case study available in English and French

Working Papers

4. Farajollahzadeh, Setareh, and Ming Hu. "Sharing Newsboys." Available at SSRN 3549011 (2022).
    - Selected for MSOM SIG 2023
5. 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
6. Abdolahnezhad, H, Ningyuan Chen, Setareh Farajollahzadeh, and Ming Hu. "Simultaneous vs. Sequential Product Release." Available at SSRN 4215955 (2023).
    - Media: McGill Delve (2024)
7. 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), p. 919. https://doi.org/10.1145/3736252.3742648
    - Presented at the 5th ACM Conference on Equity and Access in Algorithms, Mechanisms, and Optimization (ACM EAAMO 2025), p. 303. https://doi.org/10.1145/3757887.3767686
8. Farajollahzadeh, Setareh, Robert Glew, "Raising the Bar: Motivating Contributors in AI-Assisted Crowdsourcing." Available at SSRN 5627813 (2025).
    - Media: McGill Delve (2026)
9. 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**
1	CanQueue, Calgary	2026
1	INFORMS Pride forum	2026
8,2	CORS conference, Kingston	2026
panelist	EDI in Operations Management, CORS conference, Kingston	2026
8	AIMOR Workshop, Banff	2026
talk	STOR-i Conference, Lancaster University, UK (c)	2026
panellist	McCAIS Inclusive AI, McGill, Montreal	2025
6,7	CORS, Edmonton	2025
7	1st annual Inter-Area EDI Research Conference at McGill	2025
1	Laidley Centre for Business Ethics & Equity, McGill University	2025
1,6,7	INFORMS Annual Meeting, Seattle (c)	2024
6	MSOM (c)	2024
1	POMS (c)	2024
1	EAAMO'23, Boston University, Boston	2023
6	INFORMS Annual Meeting, Arizona	2023
1,4	MSOM Annual Conference, Montreal	2023

1,5	CORS, Montreal	2023
1	Job-market seminars (c): Harvard Business School; Ross School of Business; Naveen Jindal School of Management; Scheller College of Business; Carey Business School; George Washington School of Business; HKU Business School; HEC Paris; Lubar College of Business, UW–Milwaukee; University of Nebraska–Lincoln; Ivey Business School	2022–2023
1	London Business School (v)	2022
1	Desautels Faculty of Management, McGill University	2022
1,5,6	INFORMS Annual Conference (v)	2022
5	Data Science Lab, MIT (v)	2022
5	CSAMSE, Harbin, China (v)	2022
1,4,5	INFORMS MSOM Annual Conference, Germany (c)	2022
5	INFORMS Revenue Management and Pricing section, Chicago (v)	2022
1	INFORMS International Conference on Service Science, Shenzhen, China (v)	2022
1,4,5	CORS INFORMS International Meeting, Vancouver	2022
1	AASG Workshop, Auckland (v)	2022
1	POMS (v)	2022
1	CanQueue, Montreal	2021
4	INFORMS Revenue Management and Pricing section (v)	2021
1	Thirdspace Lab, Computer Science department, University of Toronto (v)	2021
4	CORS (v)	2021
4	INFORMS MSOM Annual Conference (v)	2021
1	INFORMS, Anaheim (v)	2021
4	INFORMS (v)	2020

Grants & Funding

Teaching Grant, experiential learning course development (MGSC 404 redesign), McGill	2026
SSHRC Insight Development Grant, co-applicant	2025
Travel Grants, Canadian Operational Research Society	2019, 2022

Honors & Awards

Winner, Revenue Management and Pricing Jeff McGill Student Paper Award	2026
Finalist, CORS best student paper competition	2026
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
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, 18th 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

Media

paper #	**outlet, article**	**date**
1	**Bloomberg** (interview), "As Pro Sports Gain Female Fans, Stadiums Get a Restroom Upgrade"	Oct 30, 2026
1	**Bay Area Reporter** (guest opinion), "Equality Needs Better Restroom Design, Not Louder Culture Wars"	Apr 8, 2026
1	**OutrageMag**, "Mixed-Gender Designs Improve Access in Public Venues"	Feb 9, 2026
1	**Phys.org**, "Rethinking Restroom Equity: How Mixed-Gender Designs Improve Access in	

Public Venues" Jan 13, 2026

1 **INFORMS News Release**, "Rethinking Restroom Equity: How Mixed-Gender Designs Improve Access in Public Venues" Jan 13, 2026

– **Montreal Gazette** (expert commentary on ride-hailing pricing), "Uber vs. Lyft: I Tracked Prices for a Week and It Changed How I Book Rides" Jan 12, 2026

8 **McGill Delve**, "When Gamers Become Part of the AI Supply Chain" 2026

2 **PricingService.ai**, "From Research to Revenue: The Science Behind One-Shot Price Experiments for Hotels"

6 **McGill Delve**, "How Bingeable TV Protects Against Negative Criticism" 2024

1 **Rotman Insights Hub**, "Refreshing Your Office Space? Have You Considered Your Potty Parity?" Jun 27, 2022

Services & Leadership Experiences

University and Faculty Service (McGill)
Keynote Speaker (Algorithmic Pricing), Max Bell School of Public Policy Case Competition 2026
Speaker, "Future of Academia at the Age of AI," McGill 2026
PhD Committee, Desautels (preliminary exams, PhD recruiting) 2025
DEI Committee, Desautels; co-organizer, 1st Inter-Area EDI Research Conference 2024-2025
Judge, MMA practicum projects, McGill 2024
Management Science Research Centre (MSRC) Committee, Desautels 2023

Editorial and Reviewing
Editorial Review Board, Decision Sciences Journal, Service Operations Dept. 2026-2029
Ad hoc Reviewer, journals: *Management Science*, *Manufacturing & Service Operations Management*, *Operations Research*, *Operations Research Letters*, *Production and Operations Management*
Ad hoc Reviewer, conferences: MSOM Conference, Conference on Web and Internet Economics (WINE), ACM Conference on Economics and Computation (EC)
Grant Reviewer, NSERC, Mitacs

Conference Organization
Co-Cluster Chair (Retail and Revenue Management), CORS conference, Kelowna 2026
Co-Cluster Chair (Operations Management), CORS conference, Kingston 2026
Cluster Chair (Retail and Revenue Management), CORS conference, Edmonton 2025
Co-Cluster Chair (Social Goods), INFORMS Computing Society Conference 2025
Cluster Chair (Queueing and Applied Probability), CORS conference, London 2024
Session Chair, INFORMS Annual Meeting 2021, 2023
Founder and Co-organizer, Rotman Young Scholar Seminar Series 2021-present

Award Committees and Judging
Judge, Service Science Best Cluster Paper Award 2024, 2026
Judge, MSOM Sustainable Operations SIG 2024, 2025
Judge, Behavioral Operations Management Best Paper Award 2025
Judge, CORS Best Undergraduate Paper Competition, Edmonton 2025
Judge, INFORMS Public Sector Operations Research Best Paper Award 2024

Panels and Outreach
Panelist, Panel on Technology and Society, McGill (scheduled) 2027
Panelist, The PhD Project panel, Desautels Faculty of Management, McGill 2026
Panelist, EDI in Operations Management, CORS conference, Kingston 2026
Panelist, McCAIS Inclusive AI, McGill, Montreal 2025
YouTube Channel Administrator, INFORMS RMP Section 2020-2022

Student Leadership (University of Toronto)
Student Representative, Graduate Academic Appeals Committee 2021-2022
Elected Representative of Ph.D. Students, Rotman Committee 2020-2021

Elected Co-president, Rotman Ph.D. Students Association 2019-2020

Teaching Experiences

Instructor at the McGill University
— Statistics for Business Analytics (core, undergraduate) 2025
— Foundations of Decision Analytics (elective, undergraduate) 2024-2026

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

Supervision & Mentoring

PhD Supervision (McGill University)
—Sacha Cohen, PhD student, Desautels (co-supervised with Maxime Cohen)

PhD Student Coauthors (other institutions, mentored jointly with their advisors)
—Soonbong Lee, Yale School of Management — now Assistant Professor, Cornell University
—Ali Daei Naby, Guan Wang, and Hamid Arzani, Rotman School of Management, UofT

Undergraduate Research Mentoring (McGill University)
—Kaibo Zhang, BSc (Management); book publishing platform— now PhD student, MIT ORC
—Zhouling Liu, BSc (Computer Science); citizen-science research stream
—Michael Lukas, BSc (Management); citizen-science research stream
—Nael Mezrahi, BSc (Computer Science); citizen science — IMSF Fellowship supervisor
—Laila Sawan, BSc (Urban Planning); wildfire management — IMSF Fellowship supervisor

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
—Developed dynamic and surge pricing algorithms, cutting promotion costs by about $1M per year in Tehran while raising promotional productivity