

# Maxime C. Cohen

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I am the **Scale AI Chair Professor** and the Academic Director of the Bensadoun School of Retail Management at McGill University. I am the **Chief of AI Strategy** of the CIUSSS West-Central Montreal (Jewish General Hospital) and the Scientific Director of the non-profit MyOpenCourt.org. I am also a Scientific Advisor in AI at IVADO Labs, and I am actively advising corporations, retailers, and startups on topics related to **pricing, retail, and data science**. I have worked on retail, ridesharing, airline, sustainability, cloud computing, online advertising, peer-to-peer lending, real estate, healthcare, and conflict analytics. I have collaborated with many companies including Google AI, Microsoft, Meta, OpenAI, Uber, Waze, Amazon, Expedia, Oracle Retail, IBM Research, Via, Spotify, Zoom, Aldo Group, Couche-Tard/Circle K, Loblaws, Canadian Tire, L'Oréal, Cargo, and Staples and I am on the **advisory board of several startups**. My research and teaching have received 40+ awards, including Poets&Quants Best 40-Under-40 MBA Professors, RETHINK Retail's Top Retail Influencers, MSOM Young Scholar Prize, and Best OM Paper in Management Science. Finally, I serve on the editorial board of several leading Operations journals (DE at POM and Service Science, AE at Management Science, OR, and M&SOM).

## Education

- 2010 – 2015      **MIT**, Cambridge, MA  
Ph.D. in Operations Research - Operations Management Track - GPA: 5/5  
**Thesis:** Pricing for Retail, Social Networks, and Green Technologies
- 2006 – 2009      **Technion**, Haifa, Israel  
M.S. in Electrical Engineering - GPA: 96/100  
**Thesis:** Network Time Synchronization Using Decentralized Kalman Filtering
- 2002 – 2006      **Technion**, Haifa, Israel  
B.S. in Aerospace Engineering, Summa Cum Laude - GPA: 93.5/100 (top 2%)  
Courses in the EE Department - GPA: 98.1/100

## Current Positions

- 2019 –      **McGill University, BSRM and Desautels Faculty of Management**, Montreal, Canada  
2021 – present: Scale AI Chair in Data Science for Retail  
2021 – present: Full Professor of Retail and Operations Management  
2019 – 2021: Associate Professor (with tenure)
- Scale AI Chair in Data Science for Retail
  - Academic Director of the Bensadoun School of Retail Management
  - Co-Director of the Retail Innovation Lab and Bensadoun Faculty Scholar (2019-2022)
  - Associate Member, Electrical and Computer Engineering Department (by courtesy)
  - Member of Mila, CIRRELT, and GERAD
- 2024 –      **CIUSSS West-Central Montreal (Jewish General Hospital)**, Montreal, Canada  
Chief of AI Strategy
- 2023 –      **Intégral**, Montreal, Canada  
Director of Artificial Intelligence
- 2020 –      **IVADO Labs**, Montreal, Canada  
Scientific Advisor in AI and Data Science
- 2018 –      **Conflict Analytics Lab**, Canada  
2018 – present: Associate Director for Strategy and Partnership
- 2020 –      **MyOpenCourt.org**, Canada  
Scientific Director
- 2017 –      **Several startups**  
Advisor, Investor, or Member of the Advisory Board

## Employment History

2023 – 2024	<b>Yale University</b> , New Haven, CT Visiting Professor of Operations Management and Shubik Fellow
2022 – 2024	<b>ELNA Medical</b> , Montreal, Canada Chief AI Officer
2018 – 2021	<b>Google/Waze</b> , U.S., and Israel 2019 – 2021: Research Collaborator 2018 – 2019: Advisor at Google (via Adecco) - Pricing and Incentives Lead at Waze
2019 – 2020	<b>Aldo Group</b> , Montreal, Canada Strategic Advisor in Pricing and Data Science
2017 – 2021	<b>Sarona Ventures</b> , Tel Aviv, Israel Advisor
2016 – 2019	<b>New York University, Stern School of Business</b> , New York, NY Assistant Professor of Technology, Operations, and Statistics
2015 – 2016	<b>Google AI, Research Team</b> , New York, NY Postdoctoral Research Scientist
2012 (Summer)	<b>IBM T. J. Watson Research Center</b> , Yorktown Heights, NY Research Intern - Business Analytics and Math Sciences
2012 & 2013 (Winter)	<b>Oracle Corporation</b> , Burlington, MA Research Scientist Intern - Retail Global Business Unit
2007 – 2011	<b>Eurolaxo Ltd</b> , Israel Co-Founder and Partner - Real Estate Investment Company
2009	<b>Matrix ABC Capital Markets Ltd</b> (merged into GHF group), Israel High-Frequency Trader

## Published and Accepted Papers

1. M. C. Cohen, R. Lobel, G. Perakis, "The Impact of Demand Uncertainty on Consumer Subsidies for Green Technology Adoption," **Management Science** 62(5):1235-1258, 2016
2. M. C. Cohen, Z. Leung, K. Panchamgam, G. Perakis, A. Smith, "The Impact of Linear Optimization on Promotion Planning," **Operations Research** 65(2):446-468, 2017
3. L. Baardman, M. C. Cohen, K. Panchamgam, G. Perakis, D. Segev, "Scheduling Promotion Vehicles to Boost Profits," **Management Science** 65(1):50-70, 2019
4. J. Chemama, M. C. Cohen, R. Lobel, G. Perakis, "Consumer Subsidies with a Strategic Supplier: Commitment vs. Flexibility," **Management Science** 65(2):681-713, 2019
5. M. C. Cohen, "Big Data and Service Operations," **Production and Operations Management** 27(9):1709-1723, 2018
6. M. C. Cohen, R. Lobel, G. Perakis, "Dynamic Pricing Through Data Sampling," **Production and Operations Management** 27(6):1074-1088, 2018
7. M. C. Cohen, P. Keller, V. Mirrokni, M. Zadimoghaddam, "Overcommitment in Cloud Services - Bin Packing with Chance Constraints," **Management Science** 65(7):3255-3271, 2019 and accepted to the 2017 ACM SIGMETRICS Conference

8. M. C. Cohen, P. Harsha, "Designing Price Incentives in a Network with Social Interactions," **Manufacturing & Service Operations Management** 22(2):292-309, 2020
9. M. C. Cohen, C. D. Guetta, K. Jiao, F. Provost, "Data-Driven Investment Strategies for Peer-to-Peer Lending," **Big Data** 6(3):191-213, 2018
10. M. C. Cohen, S. Gupta, J. J. Kalas, G. Perakis, "An Efficient Algorithm for Dynamic Pricing Using a Graphical Representation," **Production and Operations Management** 29(10):2326-2349, 2020
11. M. C. Cohen, I. Lobel, R. Paes Leme, "Feature-Based Dynamic Pricing," **Management Science** 66(11):4921-4943, 2020 (**lead article**) and accepted to the 2016 ACM Conference on Economics & Computation
12. M. C. Cohen, G. Perakis, R. Pindyck, "A Simple Rule for Pricing with Limited Knowledge of Demand," **Management Science** 67(3):1608-1621, 2021 and accepted to the 2016 ACM Conference on Economics & Computation
13. M. C. Cohen, J. J. Kalas, G. Perakis, "Promotion Optimization for Multiple Items in Supermarkets," **Management Science** 67(4):2340-2364, 2021
14. M. C. Cohen, M. D. Fiszer, B. J. Kim, "Frustration-Based Promotions: Field Experiments in Ride-Sharing," **Management Science**, 68(4):2432-2464, 2022
15. D. Lopez Mateos, M. C. Cohen, N. Pyron, "Field Experiments for Testing Revenue Strategies in the Hospitality Industry," **Cornell Hospitality Quarterly** 63(2):247-256, 2022
16. M. C. Cohen, G. Perakis, C. Thraves, "Consumer Surplus Under Demand Uncertainty," **Production and Operations Management**, 31(2):478-494, 2022
17. M. C. Cohen, M. D. Fiszer, A. Ratzon, R. Sasson, "Incentivizing Commuters to Carpool: A Large Field Experiment with Waze," **Manufacturing & Service Operations Management**, 25(4):1263-1284, 2023
18. M. C. Cohen, A. N. Elmachoub and X. Lei, "Price Discrimination with Fairness Constraints," **Management Science**, 68(12):8536-8552, 2022; accepted to the 2021 ACM Conference on Fairness, Accountability, and Transparency and to the 2020 Workshop on Mechanism Design for Social Good
19. M. C. Cohen, R. Zhang, "Competition and Coopetition for Two-Sided Platforms," **Production and Operations Management**, 31(5):1997-2014, 2022
20. M. C. Cohen, R. Zhang, K. Jiao, "Data Aggregation and Demand Prediction," **Operations Research**, 70(5):2597-2618, 2022
21. C. Fernandez, M. C. Cohen, A. Ghose, "Evolution of Referrals Over Customers' Life Cycle: Evidence from a Ride-Sharing Platform," **Information Systems Research**, 34(2):698-720, 2023
22. R. Bekkerman, M. C. Cohen, E. Kung, D. Proserpio, "The Effect of Short-Term Rentals on Residential Investment," **Marketing Science**, 42(4):819-834, 2023. Accepted to the 2022 ACM Conference on Economics & Computation, CIST 2021, 2021 North American Meeting of the Urban Economics Association, and 2022 Frank M. Bass FORMS Conference
23. M. C. Cohen, A. Jacquillat, H. Song, "Price Discrimination and Inventory Allocation in Bertrand Competition," **Manufacturing & Service Operations Management**, 25(1): 148-167, 2023

24. M. C. Cohen, S. Dahan, W. Khern-am-nuai, H. Shimao, J. Touboul, "The Use of AI in Legal Systems: Determining Independent Contractor vs. Employee Status," **Artificial Intelligence and Law**, 2023. Accepted to the 2022 Conference on Empirical Legal Studies
25. M. C. Cohen, A. Desir, N. Korula, B. Sivan, "Best of Both Worlds Ad Contracts: Guaranteed Allocation and Price with Programmatic Efficiency," **Management Science**, 29(7):4027-4050, 2023
26. M. C. Cohen, A. Jacquillat, A. Ratzon, R. Sasson, "The Impact of High-Occupancy Vehicle Lanes on Carpooling," **Transportation Research Part A: Policy and Practice**, 165 (2022) 186-206, 2022
27. G. Allon, M. C. Cohen, W. P. Sinchaisri, "The Impact of Behavioral and Economic Drivers on Gig Economy Workers," **Manufacturing & Service Operations Management**, 25(4):1376-1393, 2023
28. M. C. Cohen, A. Jacquillat, J. C. Serpa, M. Benborhoum, "Managing Airfares Under Competition: Insights From a Field Experiment," **Management Science**, 69(10):6076-6108, 2023
29. Y. Adulyasak, O. Benomar, A. Chaouachi, M. C. Cohen, W. Khern-am-nuai, "Data Analytics to Detect Panic Buying and Improve Products Distribution Amid Pandemic," **AI & Society: Knowledge, Culture and Communication**, 2023. Accepted to the 2020 Workshop on Information Technologies and Systems
30. W. Khern-am-nuai, H. So, M. C. Cohen, Y. Adulyasak, "Selecting Cover Images for Restaurant Reviews: AI vs. Wisdom of the Crowd," **Manufacturing & Service Operations Management**, 26(1):330-349, 2024
31. N. Bandi, M. C. Cohen, S. Ray, "Incentivizing Healthy Food Choices Using Add-on Bundling: A Field Experiment," **Manufacturing & Service Operations Management**, 26(6):1981-2014, 2024
32. R. Bekkerman, M. C. Cohen, X. Liu, John Maiden, D. Mitrofanov, "The Impact of the Opportunity Zone Program on Residential Real Estate," **Manufacturing & Service Operations Management**, 26(6):2142-2159, 2024
33. G. Lapierre-Berger, M. C. Cohen, J. Puyana-Bastin, "When Platforms Go Public, Standards Drop," **Production and Operations Management**, 34(8):2083-2103, 2025
34. H. Shimao, S. J. Kim, W. Khern-am-nuai, M. C. Cohen "Revisiting the CEO Effect Through a Machine Learning Lens," **Management Science**, 71(6): 4533-5418, 2025; Accepted to the **Fast Track** process
35. H. Shimao, W. Khern-am-nuai, K. Kannan, M. C. Cohen, "Strategic Best-Response Fairness Framework for Fair Machine Learning," Forthcoming in **Information Systems Research** and published in the 2022 AAAI/ACM Conference on Artificial Intelligence, Ethics, and Society
36. M. C. Cohen, S. Miao, Y. Wang, "Dynamic Pricing with Fairness Constraints," Forthcoming in **Operations Research**
37. N. Hausman, P. Samuels, M. C. Cohen, R. Sasson, "Urban Pull: The Roles of Amenities and Employment," **Regional Science and Urban Economics**, 114:104127, 2025
38. N. Tarighat, M. C. Cohen, J. Clark, "Domain Adaptation for Retail Demand Prediction," **IEEE Access**, vol.13, pp.146267-146294, 2025

## Managerial Articles

39. L. Baardman, M. C. Cohen, K. Panchangam, G. Perakis, "Using Business Analytics to Upgrade Sales Promotions," **Management and Business Review**, 1(3):54-63, Fall 2021

40. S. Zhu, M. C. Cohen, S. Ray, "How In-Store Tech Will Transform Retail," **MIT Sloan Management Review**, 63(1):18-20, Fall 2021 Issue
41. M. C. Cohen, S. Dahan, C. Rule, "Conflict Analytics: When Data Science Meets Dispute Resolution," **Management and Business Review**, 2(2):86-93, Spring 2022 Issue
42. M.C. Cohen, D. Mitrofanov (with R. Bekkerman and J. Maiden), "U.S. Opportunity Zones Use Tax Breaks for Developers to Help Poor Neighbourhoods — But Are They Choosing Wisely?" Published in **The Conversation**, **National Post**, and **Yahoo News**, 2021
43. R. Bekkerman, M. C. Cohen, E. Kung, D. Proserpio, "Research: Restricting Airbnb Rentals Reduces Development," **Harvard Business Review**, Digital Article, November 2021
44. A. Damodaran, D. McCarthy, M. C. Cohen, "IPO Disclosures Are Ripe for Reform," **MIT Sloan Management Review**, 63(4):55-61, Summer 2022 Issue
45. R. Bekkerman, D. Warde, M. C. Cohen, "Measuring Gentrification," **Summit Journal AFIRE**, Issue 12, 2023
46. Y. Adulyasak, M. C. Cohen, W. Khern-am-nuai, and M. Krause, "Retail Analytics in the New Normal: The Influence of Artificial Intelligence and the Covid-19 Pandemic," **IEEE Engineering Management Review**, 52(1):268-280, 2024
47. M. C. Cohen, C. S. Tang, "The Role of AI in Developing Resilient Supply Chains," **Georgetown Journal of International Affairs**, 2024
48. M. C. Cohen, A. Kitain, D. Marconi, A. Raftery, "Lessons from More Than 1,000 E-Commerce Pricing Tests," **Harvard Business Review**, Digital Article, 2024
49. M. C. Cohen, T. Spittle, J. Royer, "Assessing Algorithmic vs. Generative AI Pricing Tools," **Law360**, 2024
50. M. C. Cohen, D. Sokol, "The Impact of AI on Competition Across Business Functions," **Management and Business Review**, Forthcoming
51. M. C. Cohen, C. Russo, "EFLOPS >> MWs: The Economics Behind Data Center Growth," **CRA Insights**, 2025
52. M. C. Cohen, E. Hage-Youssef, W. Khern-am-nuai, "What Happens When AI Sets Wages," **Harvard Business Review**, Digital Article, 2025
53. M. C. Cohen "Generative AI for Pricing," **MIT Sloan Management Review**, Forthcoming

## White Papers

54. M. C. Cohen, E. Toubiana, "AI Medical Scribes: A Revolution in Healthcare Documentation," **the AI Medical Scribe White Paper**, July 2024
55. M. C. Cohen, "AI: What Is It and Why Is It Good for Us and for Society?" **the AI Is Good for Us White Paper**, available at [www.AIsGoodforUs.com](http://www.AIsGoodforUs.com), September 2024
56. M. C. Cohen, "Digital Disruption in News Media: Evaluating the Canadian Online News Act," **the Online News Act White Paper**, January 2025

## Books and Book Chapters

57. M. C. Cohen, T. Dai (Eds), "AI in Supply Chains: Perspectives from Global Thought Leaders," **Springer**, Forthcoming 2026 (ISBN 978-3032070531)
58. M. C. Cohen, "Pricing in the Age of AI," **MIT Press**, Forthcoming 2026 (ISBN 978-0262056779)
59. M. C. Cohen, P. E. Gras, A. Pentecoste, R. Zhang, "Demand Prediction in Retail - A Practical Guide to Leverage Data and Predictive Analytics," **Springer Series in Supply Chain Management** 14, 2022 (ISBN 978-3030858551)
60. L. Dubé, M. C. Cohen, N. Yang, B. Monla (Eds.), "Precision Retailing: Driving Results with Behavioral Insights and Data Analytics," **University of Toronto Press**, 2024 (ISBN 978-1487542719)
61. N. Bandi, M. C. Cohen, S. Ray, "Behavioral Retail Operations: Tactics to Win Customers," **Foundations and Trends® in Technology, Information and Operations Management**, 2024 (ISBN 978-1-63828-437-6)
62. M. C. Cohen, G. Perakis, "Optimizing Promotions for Multiple Items in Supermarkets," Channel Strategies and Marketing Mix in a Connected World, (Eds.) S. Ray and S. Yin, **Springer Series in Supply Chain Management** 9, 2020

## Conference Publications

63. M. C. Cohen, N. Shimkin, "Decentralized algorithms for sequential network time synchronization," Proc. NETCOOP 2010 – 4<sup>th</sup> Workshop on Network Control and Optimization, 2010, pp. 97-104
64. A. Weider et al., "Sunsailor: Solar Powered UAV," Proc. 47th Israel Annual Conf. on Aerospace Sciences, Feb. 2007

## Under Review and Working Papers

- S. Chitla, M. C. Cohen, S. Jagabathula, D. Mitrofanov, "Customers' Multihoming Behavior in Ride-hailing: Empirical Evidence Using a Structural Model," Minor Revision in **Manufacturing & Service Operations Management**
- M. Unger, P. Li, M. C. Cohen, B. Brost, A. Tuzhilin, "Bridging Listeners with Artists: Deep Multi-Objective Multi-Stakeholder Music Recommendations," 2nd Major Revision in **Management Science**
- D. Kim, Y. Son, W. Khern-am-nuai, M. C. Cohen, "Motivating Runners in Real Time: A Field Experiment," Major Revision in **Operations Research**
- J. Tanlamai, W. Khern-am-nuai, M. C. Cohen, "Generative AI and Price Discrimination in the Housing Market," 2nd Major Revision in **Information Systems Research**
- D. Kim, Y. Son, W. Khern-am-nuai, M. C. Cohen, "Parking at the Right Spot: Repositioning-Based Promotions for E-Scooters," Major Revision in **Information Systems Research**
- T. Xu, M. C. Cohen, J. Clark, "Generative AI Models for Images with Copyright-Free Training," Major Revision in **Operations Research**
- M. C. Cohen, E. Hage-Youssef, "Generative AI for Data Scraping," Major Revision in **INFORMS Journal on Data Science**
- Z. Jalali, M. C. Cohen, N. Ertekin, M. Gumus, "Offline-Online Retail Collaboration via Pickup Partnership," Minor Revision in **Service Science**

M. C. Cohen, T. Dai, G. Perakis, and 39 other co-authors, "Supply Chain Management in the AI Era: A Vision Statement from the Operations Management Community," Submitted

M. C. Cohen, E. Hage-Youssef, W. Khern-am-nuai, "When AI Sets Wages: Biases and Labor Discrimination in Generative Pricing," Submitted

P. Adjiman, M. C. Cohen, D. Melul Fresco, A. Jacquillat, R. Sasson, "Targeted Alerts to Improve Road Safety," Submitted

L. Chen, M. C. Cohen, S. Miao, "A/B Testing Under Product Stockouts," Submitted

N. Bandi, M. C. Cohen, S. Ray, "Bundling or Discounting? Field Experiments for Healthy and Unhealthy Food," Submitted

Z. Jalali, M. C. Cohen, N. Ertekin, M. Gumus, "Revisiting the Eye-Level Effect: A Field Experiment in Convenience Stores," Submitted

G. Allon, M. C. Cohen, K. Moon, P. Sinchaisri, "Managing Multihoming Workers in the Gig Economy," Working paper

X. Tan, Z. Qi, L. Tang, M. C. Cohen, "A General Framework for Robust Individualized Decision Learning with Sensitive Variables," Working paper

A. Borah, M. C. Cohen, D. Mitrofanov, "Myopic Price Promotions in IPOs: Evidence from Ride-Hailing Platforms," Working paper

## Theses

M. C. Cohen, "Pricing for Retail, Social Networks and Green Technologies," Ph.D. Thesis, Massachusetts Institute of Technology, 2015

M. C. Cohen, "Network Time Synchronization Using Decentralized Kalman Filtering," M.S. Thesis, Technion, 2009

## Case Studies

M. C. Cohen, C. D. Guetta, W. Xiao, "Supply Chain Coordination and Contracts in the Sharing Economy - a Case Study at Cargo," Columbia CaseWorks, 2018. Available via Harvard Business Impact Education

M. C. Cohen, G. Perakis, "Optimizing Promotions for Supermarkets Using Data Analytics," Published at thecasecentre.org, 2017

M. C. Cohen, W. Xiao, "Managing Champagne Inventory in a Liquor Store" (available upon request)

M. C. Cohen, C. D. Guetta, M. Reed, "Modern Retail Analytics: Data Visualization Using Tableau," Featured as a content piece on the Tableau Instructor Resource Page, 2020

M. C. Cohen, A. Sylvestre, A. Corbasson, J. Abbou, "Danone & Digitad: Building a Data-Driven Digital Marketing Strategy," 2020

U. Ahmad, M. C. Cohen, C. D. Guetta, S. Jagabathula, "Intelligems: Pricing in the Online World," Columbia CaseWorks, 2025. Available via Harvard Business Impact Education

## Patents

**US20170140414 A1** – "Computerized Promotion Price Scheduling Utilizing Multiple Product Demand Model" Published in 2017 and granted in 2020 (M. C. Cohen, J. J. Kalas, K. Panchamgam, G. Perakis)

**US20150081393 A1** – “Product Promotion Optimization System”

Published in 2015 (M. C. Cohen, Z. Leung, K. Panchamgam, G. Perakis)

**US20150006267 A1** – “Designing Price Incentives in a Network with Social Interactions”

Published in 2015 (M. C. Cohen, P. Harsha, M. Ettl)

**US20130275183 A1** – “Time-Dependent Product Pricing Optimizer”

Published in 2013 (M. C. Cohen, K. Panchamgam, A. Vakhutinsky)

## Teaching Experience

- 2023 – 2025 **McGill University**, Montreal, Canada  
International Masters for Health Leadership (IMHL) and Graduate Certificate in Healthcare Management (GCHM), AI for Healthcare Course
- 2023 – 2024 **McGill University**, Montreal, Canada  
ISCAE-McGill Mini MBA, Executive Institute, Data-Driven Decision Making
- 2022 – 2024 **McGill University**, Montreal, Canada  
International Masters Program for Managers, Analytics and AI for Managers Course
- 2020 – 2024 **McGill University**, Montreal, Canada  
Mini MBA, Executive Institute, Marketing for Integrated Management Thinking and Executive Development Course; Analytics & AI for Advanced Management Course
- 2022– 2025 **McGill University**, Montreal, Canada  
Retail Executive Education, Excelling in the New World of Retail
- 2020 – 2024 **McGill University**, Montreal, Canada  
Operations Management undergraduate core course (2 sections of 65 students each year).  
Evals: 4.9, 4.6, 4.8, 4.9, 4.7, 4.9, 4.8, 4.9, 4.7, 4.8 (out of 5)
- 2020 – 2024 **McGill University**, Montreal, Canada  
Revenue Management, Master of Management in Analytics. Evals: 5, 5, 4.8, 4.9, 4.8 (out of 5)
- 2022 **McGill University**, Montreal, Canada  
Data-Driven Retail Decisions for Master of Management in Retailing. Evals: 4.9 (out of 5)
- 2020 & 2021 **McGill University**, Montreal, Canada  
Service Analytics for Master of Management in Analytics. Evals: 4.7, 5 (out of 5)
- 2017 – 2019 **NYU Stern**, New York, NY  
Operations Management undergraduate core course (2 sections of 70 students each year).  
Evals: 6.6, 6.7, 6.5, 6.7 (out of 7), 4.8, 4.8 (out of 5)
- 2019 **NYU Stern**, New York, NY  
Operations in the Sharing Economy (doctoral course). Evals: 5/5
- 2016 **NYU Stern**, New York, NY  
Lecturer for “Applying Revenue Management: Optimization in Retail” – M.S. in Business Analytics program - 61 students
- 2013 & 2014 **MIT**, Cambridge, MA  
Instructor for “Data, Models and Decisions: Pre-Term” – MBA refresher - 93 students



- 2012 – 2013     **MIT**, Cambridge, MA  
 TA for “Introduction to Operations Management” – Elective/core MBA course  
 TA for “Introduction to Healthcare Delivery” – Elective MBA and Ph.D. course
- 2006 – 2009     **Technion**, Haifa, Israel  
 TA for Random Signals, Control Systems, and Non-Linear Control Systems

## Students

### Ph.D. Students and Postdocs

Baek Jung Kim (2019) – Marketing Ph.D. student at NYU (advisors: M. Ishihara and V. Singh). First position: Assistant Professor of Marketing, UBC Sauder School of Business

Kevin Jiao (2019) – OM Ph.D. student at NYU. First position: FINRA, Data Scientist

Dmitry Mitrofanov (2020) – OM Ph.D. student at NYU (advisor: Srikanth Jagabathula). First position: Assistant Professor of Operations Management, Boston College Carroll School of Management

Moshe Unger (2021) – Postdoctoral fellow at NYU (main host: Alex Tuzhilin). First position: Assistant Professor of Technology and Information Management, Tel Aviv University

Carlos Fernandez (2021) – IS Ph.D. student at NYU (advisor: Foster Provost). First position: Assistant Professor of Information Systems at HKUST

Park Sinchaisri (2021) – OID Ph.D. student at Wharton (advisor: Gad Allon). First position: Assistant Professor of Operations & Information Technology at UC Berkeley Haas School of Business

Haotian Song (2022) – OM Ph.D. student at NYU (advisor: Wenqiang Xiao). First position: Assistant Professor of Operations Management at Zhejiang University, School of Management

Xiao Lei (2022) – IEOR Ph.D. student at Columbia University (advisor: Adam Elmachtoub). First position: Assistant Professor at University of Hong Kong, HKU Business School

Hajime Shimao (2023) – Postdoctoral fellow at McGill (co-advisor with Warut Khern-am-nuai). First position: Assistant Professor of Data Analytics at Penn State University, Engineering Division

Banafsheh Asadi (2023) – Postdoctoral fellow at McGill (co-advisor with Derek Nowrouzezahrai)

Zahra Jalali (2024) – OM Ph.D. student at McGill Desautels (co-advisor with Mehmet Gumus). First position: Amazon, Research Scientist

Doehun Kim (2025) – Postdoctoral fellow at McGill (co-advisor with Warut Khern-am-nuai). First position: Assistant Professor of Information Systems at Florida Atlantic University

Sandeep Chitla (2025) – OM Ph.D. student at NYU (advisor: Srikanth Jagabathula). First position: Postdoctoral Researcher at Cornell University

Nymisha Bandi (2025) – OM Ph.D. student at McGill Desautels (co-advisor with Saibal Ray). First position: Assistant Professor of Analytics at Stony Brook University, College of Business

Mehran Poursoltani (2025) – Postdoctoral fellow at McGill

Jitsama Tanlamai – IS Ph.D. student at McGill Desautels (advisor: Warut Khern-am-nuai)

Litong Chen – OM Ph.D. student at McGill Desautels (co-advisor with Sentao Miao)

Zhihao Yao – OM Ph.D. student at McGill Desautels (co-advisor with Daniel Ding)

Thesis committee: Claudio Sole (Polytechnique Montréal), Recep Bekci (McGill), Mehran Poursoltani (HEC Montréal), Yang Chen (Queen’s University)

### M.S. and UG Students

Weitao Lin (2018) – M.S. in Data Science at NYU. First Position: RBC Capital Markets, Data Scientist

Marcos Galante (2018) – NYU UG Stern Honors. First Position: Goldman Sachs, Investment Banking

Junge Zhang (2020) – M.S. in Data Science at NYU. First position: BOSS直聘, Algorithm Engineer

Matthieu Reed (2020) – McGill UG Integrated Management Fellow. First Position: Gorilla Group, Business Analyst  
 Selena Zhu (2020) – McGill UG Integrated Management Fellow. First Position: Lazard, Investment Banking Analyst  
 Arthur Pentecoste (2020) – McGill Master in Analytics. First Position: BCG GAMMA, Data Scientist  
 Paul-Emile Gras (2020) – McGill Master in Analytics. First Position: Virtuo, Data Scientist  
 Zacharie Houle (2021) – McGill UG Integrated Management Fellow. First Position: Ernst & Young, Staff Accountant  
 Tiancheng Zhang (2021) – McGill Master in Analytics. First Position: Cardinal Operations, Operations Research Algorithms Engineer  
 Niloofer Tarighat (2022) – M.S. in Electrical and Computer Eng at McGill (co-advisor with James Clark). First position: Data Scientist at CIBC  
 Uzair Ahmad (2022) – McGill Master in Analytics. First position: Data Scientist at ELNA Medical  
 Huzbah Jagirdar (2022) – McGill UG Honours Economics Student. First position: Graduate Student, McGill Epidemiology  
 Erwan Makame (2023) – McGill UG Student in Management. First position: Strategy Analyst at Accenture  
 Samara Milstein (2024) – McGill UG Student in Biomedical Sciences. First position: Student Researcher at the MUHC  
 Barry Li (2024) – McGill UG Student in Computer Science. First position: Graduate student, MIT Sloan Master of Business Analytics  
 Shuo Yang (2024) – McGill UG Student in Economics  
 Ken Lee (2025) – M.S. in Computer Science at McGill (co-advisor with Derek Nowrouzezahrai)  
 Tony Xu – M.S. in Electrical and Computer Engineering at McGill (co-advisor with James Clark)  
 Eddy Hage-Youssef – McGill UG Student in Computer Science  
 Chenye Peng – Visiting UG Student, Statistics at Fudan University

## **Professional Service**

### **Editorial Service**

Department Editor for POM – Service Operations Department (2022-present)  
 Special Issue Editor for MBR on “Competition and Regulation of AI” (2025)  
 Deputy Editor for Service Science (2024-present)  
 Department Editor for POM – Supply Chain Management Department (2022-2024)  
 Special Issue Editor for Service Science on “Impact of AI on Service Design and Delivery” (2024-2025)  
 Special Issue Editor for POM on “Responsible Data Science” (2022-2024)  
 Associate Editor for Management Science (2020-present)  
 Associate Editor for Operations Research (2024-present)  
 Associate Editor for M&SOM (2021-present)  
 Senior Editor for Production and Operations Management (2017-2022)  
 Guest Associate Editor for M&SOM (2020-2021)  
 Guest Associate Editor for Naval Research Logistics (2020-2021)  
 Associate Editor for M&SOM Special Issue on Smart City Operations (2019-2020)  
 Associate Editor for M&SOM Special Issue on Sharing Economy and Marketplaces (2018-2019)  
 Associate Editor for NRL Special Issue on Service Operations (2018-2019)  
 Advisor and Associate Editor for Management and Business Review (2019-present)

Chair of the INFORMS Revenue Management and Pricing Practice Award committee (2022)  
Program committee for ACM conference on Economics and Computation (2019)

### **Reviewer**

Management Science, Operations Research, Manufacturing & Service Operations Management, Production and Operations Management, The Review of Economics and Statistics, Naval Research Logistics, Management and Business Review, International Journal of Case Studies in Management, Networks, MSOM SIG (Service and iFORM), INFORMS Behavioral OM Best Paper Award, Hong Kong Research Grants Council, Canadian Mitacs Accelerate Research Program, Service Science Best Cluster Paper Award committee, SSHRC Council, NSERC Council

### **University and Community Service**

Expert committee member for “Réflexion collective sur l’encadrement de l’intelligence artificielle au Québec,” mandated by the Quebec Minister of Economy and Innovation (2023-2024)  
Mentor at Creative Destruction Lab (2023-2025)  
Co-organizer of the Washington Operations Workshop (2025)  
Management Science Review Committee (2025-2026)  
Committee member for “Capacités technologiques du commerce numérique,” mandated by the Quebec Minister of Economy and Innovation (2020)  
Scale AI's Chairs evaluation committee (2020-2021)  
Co-founder and co-organizer of NYC Operations Day (2018-2019)  
INFORMS Revenue Management and Pricing cluster chair (2019)  
External evaluator for tenure promotions (2021-2024)  
McGill Desautels departmental tenure committee (2021-2023)  
McGill Desautels PhD committee (2022-2023)  
McGill Desautels research council member (2021-2022)  
McGill ECE Capstone Advisor (2020-2022)  
McGill HEC-Montréal EMBA final paper supervisor (2021-2023)  
McGill BSRM committee: hiring, UG major and Master, courses (2019-present)  
NYU Stern MSBA Capstone Faculty Advisor (2019-2020)  
Co-organizer of McGill Annual Retail Summit (2019-2020)  
Advisory committee member for the Master of Management in Retailing at McGill (2020-2023)  
OM faculty recruitment committee member at NYU Stern (2018-2019)  
OM seminar coordinator at NYU Stern (2016-2019)  
OM Ph.D. program committee member at NYU Stern (2016-2019)  
Committee member of the New Frontiers in Research Fund (2019)  
Program committee for the INFORMS Revenue Management and Pricing Conference (2016)  
Session chair (INFORMS 2016-2021; POMS 2016, 2018)  
Coordinator for MIT ORC Seminar series (2013), Officer at INFORMS student MIT chapter (2010-2011)

### **Awards**

2025: INFORMS Revenue Management and Pricing Section Prize  
2025: Top 2% of most cited authors in 2025 in both Business & Management and Operations Research  
2025: Finalist in the INFORMS Service Science Best Student Paper Award (student: Nymisha Bandi)  
2025: Finalist in the INFORMS MIF Paper Competition  
2025: Master of Management Teaching Award at Desautels Faculty of Management, McGill University  
2025: First Place in Antitrust Writing Award by Concurrences and George Washington University

2025: RETHINK Retail's Top Retail Influencers  
 2024: Top 2% of most cited authors in 2024 in both Business & Management and Operations Research  
 2024: Second Place in the INFORMS TIMES Best Working Paper Competition  
 2024: Nominee for Best Paper Award, Conference on Information Systems and Technology (CIST)  
 2024: First Place in the CORS Practice Prize Competition  
 2024: RETHINK Retail's Top Retail Influencers  
 2023: Top 2% of most cited authors in 2023 in both Business & Management and Operations Research  
 2023: Finalist in the INFORMS Behavioral Operations Management Best Working Paper Competition  
 2023: Finalist in the INFORMS Service Science DEIJ Paper Competition  
 2023: Second Place in the POMS CBOM Junior Scholar Paper Competition (student: Nymisha Bandi)  
 2023: RETHINK Retail's Top Retail Influencers  
 2022: MSOM Young Scholar Prize  
 2022: Poets&Quants Best 40-Under-40 MBA Professors  
 2022: Finalist in the Jeff McGill Student Paper Award (student: Xiao Lei)  
 2022: RETHINK Retail's Top Retail Influencers  
 2021: Best Conference Paper Nominee, Conference on Information Systems and Technology (CIST)  
 2021: Finalist in the INFORMS Service Science Best Cluster Paper Award  
 2021: Finalist in the M&SOM Practice-Based Research Competition  
 2020: POMS Wickham Skinner Early-Career Research Accomplishments Award  
 2020: Honorable Mention in the POMS Service Operations Emerging Scholar Award  
 2020: Finalist in the POMS College of Behavioral Operations Junior Scholar Paper Competition  
 2020: M&SOM Meritorious Service Award  
 2019: First Place in the Best OM Paper in Management Science Award  
 2019: Finalist in the INFORMS Data Mining Section Best Paper Competition  
 2019: Finalist in the INFORMS BOM Section Best Working Paper Competition  
 2019: Best Paper Award in Operations and Supply Chain Management, Academy of Management  
 2019: Honorable Mention in the ENRE Best Publication Award in Environment and Sustainability  
 2019: Finalist in the INFORMS Case Competition  
 2019: M&SOM Meritorious Service Award  
 2018: First Place in the Best Cluster Paper Award - INFORMS Service Science  
 2018: Finalist in the M&SOM Student Paper Competition (student: Baek Jung Kim)  
 2018: First Place in the INFORMS Case Competition  
 2018: Best Technical Presentation, AGIFORS Annual Symposium  
 2018: M&SOM Meritorious Service Award  
 2017: Honorable mention in the Best Cluster Paper Award - INFORMS Service Science  
 2017: M&SOM Meritorious Service Award  
 2016: INFORMS Revenue Management and Pricing Dissertation Award  
 2016: First Place in the Best Cluster Paper Award - INFORMS Service Science  
 2016: Finalist for the 2016 Service Science Section Student Paper Competition  
 2015: Finalist in the INFORMS Revenue Management and Pricing Practice Award  
 2015: First Place in the Best Student Paper POM Supply Chain Management  
 2015: NEDSI Conference Best Application of Theory Award  
 2014: First Place in the Best Student Paper - INFORMS Service Science  
 2007: Winner of the Technion Creativity in Science and Technology competition  
 2007: Best student project of the 47<sup>th</sup> Israel Annual Conference on Aerospace Sciences

## Grants

2025-2031: SSHRC Insight Grant: AI Generated Content and the Future of Online Platforms - \$143,510; Role: Co-applicant (with W. Khern-am-nuai and A. Pinsonneault)

2024-2030: SSHRC Insight Grant: The Future of Artificial Intelligence as a Service: Implications for Corporate Governance and AI Regulation - \$90,148; Role: Collaborator (with M. Petrin, S. Dahan, and D. Gindis)

2023-2027: NSF-China: Resilient Operations of Urban Lifeline Systems Under Information Insufficiency - 2 million RMB; Role: Co-applicant (with W. Qi, S. Liu, Y. Liang, L. Yu, X. Duan, J. Zhang, Y. Li, Z. Jiang, and X. Zhang)

2022-2027: SSHRC Insight Grant: Understanding Fairness in Fair Machine Learning - \$145,974; Role: PI (with W. Khern-am-nuai and Y. Adulyasak)

2022-2024: SSHRC Insight Development Grant: Building Accessible Vaccine Support Programs - \$66,168; Role: Co-applicant (with S. Dahan, X. Zhu, D. Fairgrieve, S. Vanderslott)

2021-2026: NSERC Discovery Grant: Retail Innovation Lab: Blending Data Science with Cutting-Edge Technology - \$180,000; Role: PI

2021-2022: NSERC Discovery Supplement for Early Career Researchers - \$12,500; Role: PI

2021-2023: IVADO Postdoctoral Research Funding (for Hajime Shimao) - \$70,000; Role: Co-Supervisor

2021-2022: Mitacs Accelerate: AI-Powered Dispute Settlement (with Borden Ladner Gervais, BLG) - \$60,000; Role: Co-PI (with S. Dahan)

2020-2022: SSHRC Insight Development Grant: Using Data Science and Behavioral Analytics to Alleviate Traffic Congestion - \$67,152; Role: PI

2020-2021: Mitacs Accelerate: Adapting Retail Practices to the Post-Pandemic (with Couche-Tard/Circle K) - \$30,000; Role: Co-PI (with J. Clark)

2020-2022: IVADO Fundamental Research Project Grant: Retail Innovation Lab: Data Science for Socially Responsible Food Choices - \$221,000; Role: Co-PI (with S. Ray, J. Clark, A. Moon)

2020-2023: Fonds de Recherche du Québec – Société et Culture (FRQSC): Data-Driven Smart City Operations Management: A System Coupling Perspective - \$145,061; Co-Investigator (with W. Qi, M. Gendreau, X. Liu)

2020-2021: Internal Social Sciences and Humanities Development Grant - \$5,000

2019-2022: Bensadoun Faculty Scholar Award - \$60,000

2019: Cherre's Gift for Research Excellence: Applying Data Science to Real Estate - \$10,400; Role: PI

2019-2021: SSHRC New Frontiers Grant: AI-Tribunal for Small Claims: Building an Intelligent Dispute Resolution System - \$244,562; Role: Co-applicant (with S. Dahan, X. Zhu, J. Serpa, Y. Levin, J. Touboul)

2014-2015: UPS Ph.D. Fellowship (awarded to a single MIT Ph.D. student)

2013-2014: Martin's Fellowship for Sustainability

2011-2012: MIT Energy Initiative Fellowship

2006-2008: Technion Excellence Scholarship and Lady Davis Fellowship

## Seminars, Conferences, and Presentations

**2025:** Competition Bureau Canada, University of Toronto Rotman, Real Estate Workshop in Florida, Financial Conduct Authority Competition Economics Seminar, JGH Azrieli Fellows Symposium, OROT Innovation Seminar, USC Gould/AG Antitrust and Competition Law Event, CCOMTL Family Medicine Department, Groupe Amiel Keynote, University of Calgary Haskayne, ESW Executive Keynote, IVADO Labs Seminar, Amazon Science Seminar Series, McGill Podcast Series, Canada's Competition Summit, Emory University Goizueta, OROT Panel on AI Scribes, Desautels International Advisory and Advancement Board, Meet the CRA Expert Seminar, Apparel Group Executive Workshop in Dubai, Canada Healthcare

Innovation Summit, Decision Sciences Institute Conference Keynote, Desautels Developmental Research Session, Washington Operations Workshop

**2024:** Analysis Group, GCR Live Law Leaders Global, Boston University OM Seminar, George Washington University Decision Sciences Seminar, Yale SOM Seminar, Baruch College OM Seminar, Détail Québec Webinar, Chat GPT and AI in Marketing Infopresse Summit, Wharton OID Seminar, NYC Operations Day at Columbia Business School, Festival Sefarad de Montréal, Melbourne Business Analytics Conference, NYU Stern MSBA Lecture, CRA Officers' Retreat in Atlanta, Canada's Competition Summit in Ottawa, Tourisme Montréal, Irving Shipbuilding, USC Marshall Initiative on Digital Competition Webinar, Editor Panel for POMS Service Operations, CRA Brussels Conference

**2023:** University of Minnesota Carlson, Pricing and Law (undisclosed law firm), Jacksonville Real Estate Workshop, Retail Development at Vaudreuil-Soulanges, University of Colorado Boulder, World Summit AI Americas, RETHINK Retail video series on Data Drivers, Keynote at Metro Corporate Event, Keynote at Léger Symposium, Keynote at Rutgers Supply Chain Conference, Keynote at Intégral Corporate Event, MSOM SIG Conference, Wharton Tenure Project Conference, NYU Stern MSBA Lecture, Léger Webinar, Keynote at Cercle Omer DeSerres, Keynote at ALL IN AI, CU Boulder Leeds OM PhD Seminar, Hop! CQCD Retail Summit, Infopresse Sommet Tendances Marketing, Bombardier CEO Presentation

**2022:** Forbes, McGill Mini Retail Summit, Conference Board of Canada podcast, Delve podcast, Yale OM Seminar, Aldo Group Executive Training, World Summit AI Americas, Intelligems podcast, Waze Research Seminar, INFORMS RMP Conference, Spark Plug podcast, Quebec SME Video Series, University of Tennessee Haslam College of Business, Beijing Jiaotong University

**2021:** UBC Sauder, Conflict Analytics Queens Law Seminar, Montreal AI Strategic Forum, Duke Fuqua, POMS Doctoral Consortium, IVADO Expert Panel, Creative Destruction Lab's Think Tank, MSOM Conference, Lyft Rideshare Labs Seminar, Start-Up Nation Voices Podcast, HKUST Joint OM/IE Seminar, Indian School of Business, MIT Tech Review's AI podcast - In Machines We Trust, USC Marshall, GERAD Seminar, INFORMS Annual Meeting, Sharif University of Technology, MBR Event for POMS College of Service Operations, Rutgers Supply Chain Seminar

**2020:** Aldo Group Advanced Analytics, Polytechnique Montreal and GERAD, Air Canada RM Seminar, HEC Montreal and CIRRELT, IVADO Labs, McGill Alumni Webcast, Lowes Canada, University of Science and Technology Beijing, Conseil Québécois du Commerce de Détail TAG, IVADO Reverse Pitch, Smart-City Operations and Analytics Conference, University of Toronto OM Seminar, INFORMS Annual Meeting

**2019:** Cornell Tech, Google Product Analytics, POMS Conference, Triennial Invitational Choice Symposium, INFORMS Annual Meeting, Microsoft Research Economics Seminar, Conflict Analytics Queens Law Seminar, Queen's University OM Seminar, DTL Quebec Retail Council of Canada, McGill Decision Neuroscience Seminar

**2018:** NYU OM Seminar, OMEGA Baruch College Seminar, Via Growth and Data Science Meeting, NYU IS Seminar, Fashion Retail Conference, Technion IE&M Seminar, Marketplace Innovation Workshop, INFORMS RMP Conference, MSOM Service SIG and MSOM Conference, MIT OM Seminar, McGill Retail Seminar, UT Austin McCombs, Spotify Research and ML Seminar, INFORMS Annual Meeting

**2017:** University of Maryland, NYU OM Seminar, MSOM Conference, ACM SIGMETRICS, INFORMS Annual Meeting

**2016:** Google Cloud Analytics Seminar, RMP Conference, NYU Stern IOMS Colloquium, POMS Conference, Google Algorithms Seminar, ACM Conference on Economics and Computation, INFORMS Annual Meeting

**2015:** Cornell Johnson, Cornell ORIE, Duke Fuqua, UNC Chapel Hill, UT Dallas, Chicago Booth, NYU Stern, Boston College, Harvard Business School, Michigan Ross, Berkeley Haas, Stanford GSB, Yale SOM, Columbia DRO, CMU Tepper, UCLA Anderson, INSEAD, Cornell Tech, Google NYC, McGill, INFORMS RMP Conference, NEDSI, MSOM Conference, ISMP, POMS Conference, INFORMS Annual Meeting

**2014:** Technion IE&M Seminar, UBC Sauder, Northwestern Kellogg, Cornell Big Data Workshop, MSOM Conference, Oracle Retail Seminar, MIT Sloan OM Seminar, INFORMS Annual Meeting

**2013:** MSOM Conference, INFORMS Annual Meeting

**2012:** ISMP, Optimization Seminar IBM Watson Research Center, MSOM Conference, POMS Conference, INFORMS Annual Meeting

**2011:** MIT Sloan OM Seminar, IBM Student Workshop on Smarter Cities, MIT Energy Research Conference, POMS Conference, INFORMS Annual Meeting

## **Languages, Computer Skills, and Personal**

Languages: French (native), English (fluent), Hebrew (fluent)

Programming: R, Python, MATLAB, C/C++, Maple, Gurobi/CPLEX/Julia, Tableau/Power BI

Extracurricular activities: hiking, travelling, and sports: squash, soccer, tennis