Maxime C. Cohen

Email: **maxccohen@gmail.com**
Website: **http://www.maximecohen.com**

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 AI Scientist** 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 **AI, 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 M&SOM and POM, AE at Management Science, OR, and MBR).

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 AI Scientist

2026 – **Leger,** Montreal, Canada
Member of Leger AI Expert Committee

2023 – **Intégral,** Montreal, Canada
Director of Artificial Intelligence

2020 – **IVADO Labs,** Montreal, Canada
Scientific Advisor in AI and Data Science

2026 – **Production and Operations Management,** U.S.
VP of Publications

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	**Yale University,** New Haven, CT
	Visiting Professor of Operations Management and Shubik Fellow
2022 – 2024	**ELNA Medical,** Montreal, Canada
	Chief AI Officer
2018 – 2021	**Google/Waze,** U.S., and Israel
	2019 – 2021: Research Collaborator
	2018 – 2019: Advisor at Google (via Adecco) - Pricing and Incentives Lead at Waze
2019 – 2020	**Aldo Group,** Montreal, Canada
	Strategic Advisor in Pricing and Data Science
2017 – 2021	**Sarona Ventures,** Tel Aviv, Israel
	Advisor
2016 – 2019	**New York University, Stern School of Business,** New York, NY
	Assistant Professor of Technology, Operations, and Statistics
2015 – 2016	**Google AI, Research Team,** New York, NY
	Postdoctoral Research Scientist
2012 (Summer)	**IBM T. J. Watson Research Center,** Yorktown Heights, NY
	Research Intern - Business Analytics and Math Sciences
2012 & 2013 (Winter)	**Oracle Corporation,** Burlington, MA
	Research Scientist Intern - Retail Global Business Unit
2007 – 2011	**Eurolaxo Ltd**, Israel
	Co-Founder and Partner - Real Estate Investment Company
2009	**Matrix ABC Capital Markets Ltd** (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. Elmachtoub 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. Panchamgam, 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**, 5(4):7-14, Fall 2025 Issue

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 "How to Use Generative AI for Pricing," **MIT Sloan Management Review**, Forthcoming

54. M. C. Cohen "How AI Is Reshaping Pricing Litigation," **ABA Antitrust Magazine**, Forthcoming

White Papers

55. M. C. Cohen, E. Toubiana, "AI Medical Scribes: A Revolution in Healthcare Documentation," **the AI Medical Scribe White Paper**, July 2024

56. 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.AIisGoodforUs.com, September 2024

57. M. C. Cohen, "Digital Disruption in News Media: Evaluating the Canadian Online News Act," **the Online News Act White Paper**, January 2025

58. M. C. Cohen, "The State of AI in Canada: Challenges, Opportunities, and Calls to Action," **the State of AI in Canada White Paper**, January 2026

Books and Book Chapters

59. M. C. Cohen, "Pricing in the Age of AI," **MIT Press**, Forthcoming 2026 (ISBN 978-0262056779)

60. M. C. Cohen, T. Dai (Eds.), "AI in Supply Chains: Perspectives from Global Thought Leaders," **Springer** Series in Supply Chain Management 27, 2026 (ISBN 978-3032070531)

61. 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)

62. 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)

63. 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)

64. 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

65. M. C. Cohen, N. Shimkin, "Decentralized algorithms for sequential network time synchronization," Proc. NETCOOP 2010 – 4th Workshop on Network Control and Optimization, 2010, pp. 97-104

66. A. Weider et al., "Sunsailor: Solar Powered UAV," Proc. 47th Israel Annual Conf. on Aerospace Sciences, Feb. 2007

67. K. M. Lee, P. Barde, M. C. Cohen, D. Nowrouzezahrai, "Modelling Customer Trajectories with Reinforcement Learning for Practical Retail Insights," Proc. of the 25th International Conference on Autonomous Agents and Multiagent Systems, 2026

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," 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, Da. 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)

Liting 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

Niloofar 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

VP of Publications for POM (2026-present)

Founding Department Editor for M&SOM – AI in Operations Department (2026-present)

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 (2024-2026)

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 (2021-2026)
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-chair and 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-present)
McGill Desautels departmental tenure committee (2021-2023)
McGill Desautels full professor promotion committee (2024-2026)
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 47th 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

2026: GCR Live Law Leaders Global Miami's Conference, University of Miami Herbert Business School, University College London, Imperial College, London Business School, MIT Sloan OM Seminar, YPO Retail CEO Summit

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