

Pnina Feldman

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ACADEMIC POSITIONS

Boston University, Questrom School of Business

Boston, MA

Associate Professor of Operations and Technology Management (with tenure), 2020 – present

Assistant Professor of Operations and Technology Management, 2018 – 2020

University of California, Haas School of Business

Berkeley, CA

Assistant Professor of Operations and Technology Information Management, 2010 – 2017

Barbara and Gerson Bakar Faculty Fellow (2014-2017)

EDUCATION

The Wharton School, University of Pennsylvania

Philadelphia, PA

Doctor of Philosophy in Operations and Information Management, 2010

Dissertation: Pricing in the Presence of Strategic Consumer Behavior

Technion—Israel Institute of Technology

Haifa, Israel

Master of Science in Industrial Engineering, *Summa Cum Laude*, 2004

Dissertation: Cost Estimation in a Finite Capacity Environment

Technion—Israel Institute of Technology

Haifa, Israel

Bachelor of Science in Industrial Engineering and Management, *Cum Laude*, 2002

Pennsylvania State University

State College, PA

Department of Industrial and Manufacturing Engineering, Fall 2000

Technion-Penn State Student Exchange Program

RESEARCH INTERESTS

Operations management incorporating consumer behavior, business model innovation, pricing and revenue management, service operations, operations economics, operations-marketing interface.

JOURNAL PUBLICATIONS

“Insincere Negotiation: Using the Negotiation Process to Pursue Ulterior Motives,” with K. Anand, P. Kang and M. Schweitzer. Forthcoming in *Journal of Experimental Social Psychology*.

“Becoming Strategic: Endogenous Consumer Time Preferences and Multiperiod Pricing”, with A. Aflaki and R. Swinney. Forthcoming in *Operations Research*.

“Social Learning and the Design of New Experience Goods”, with Y. Papanastasiou and E. Segev. 2019. *Management Science*, 65(4) 1502-1519.

“Is Advance Selling Desirable with Competition?”, with G. Cachon. 2017. *Marketing Science*, 36(2) 195-213.

“Price Commitments with Strategic Consumers: Why it can be Optimal to Discount More Frequently... Than Optimal,” with G. Cachon. 2015. *Manufacturing and Service Operations Management*, 17(3) 399-410.

“Service System with Slowdowns: Potential Failures and Proposed Solutions”, with J. Dong and G. Yom Tov. 2015. *Operations Research*, 63(2) 305—324.

“Pricing Services Subject to Congestion: Sell Subscriptions or Charge a Per-Use Fee?,” with G. Cachon. 2011. *Manufacturing and Service Operations Management*, 13(2) 244—260.

“Model for Cost Estimation in a Finite Capacity Environment,” with A. Shtub. 2006. *International Journal of Production Research*, 44(2) 305—327.

WORKING PAPERS AND PAPERS UNDER REVIEW

“Welfare Implications of Congestion Pricing: Evidence from SF Park”, with J. Li and T. Tsai (2018)

- 2nd place in the 2016 *Public Sector Operations Research (PSOR) Award Competition*
- Finalist in the 2016 *Service Science Cluster Best Paper Award Competition*

“Pricing Capacity over Time and Recourse Strategies: Facilitate Reselling, Offer Refunds/Options, or Overbook?”, with G. Cachon (2020)

“Can Delivery Platforms Benefit Restaurants?”, with A. Frazelle and R. Swinney (2019)

“Managing Congestion when Customers Choose their Service Times: The Important Role of Time Limits”, with E. Segev (2019)

INVITED SEMINARS

2020:

- John’s Hopkins University

2019:

- Dartmouth College
- Boston University
- University of Washington
- University of Rochester
- MIT Sloan

2018:

- Boston University
- Boston College
- University College London
- London Business School
- Georgetown University

2016:

- University of California at Berkeley
- Boston University

2015:

- IDC Herzliya (Marketing)
- Technion – Israel Institute of Technology

2013:

- University of California at Davis
- Santa Clara University
- Tel Aviv University

2011:

- Technion – Israel Institute of Technology
- University of California at Irvine

2010:

- University of Utah
- New York University
- Stanford University
- Georgetown University
- European School of Management and Technology
- London Business School
- University of Southern California
- University of California at Berkeley
- University of Chicago
- Washington University at St. Louis
- University of Maryland

2009:

- University of Pennsylvania
 - Northwestern University
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CONFERENCE PRESENTATIONS

The Subscription Box Business Model: Learning, Pricing and Assortment: 2019 INFORMS Annual Meeting (Seattle, WA), 2020 INOFORMS Annual Meeting (National Harbor, MD)

Pricing Capacity over Time and Recourse Strategies: Facilitate Reselling, Offer Refunds/Options, or Overbook? 2019 INFORMS Annual Meeting (Seattle, WA), 2019 MSOM Annual Meeting (NUS, Singapore), 2019 INFORMS Revenue Management and Pricing Section (Stanford, CA), 2018 INFORMS Annual Meeting (Phoenix, AZ)

Controlling Congestion when Consumers Choose Their Service Time: 2019 Annual Meeting (Seattle, WA), 2019 MSOM Annual Meeting (NUS, Singapore), 2018 INFORMS Annual Meeting (Phoenix, AZ), 2018 MSOM Annual Meeting (Dallas, TX), 2018 Revenue Management and Pricing Conference (Toronto, Canada)

Social Learning and the Design of New Experience Goods: 2018 INFORMS Annual Meeting (Phoenix, AZ), 2017 INFORMS Annual Meeting (Houston, TX)

Welfare Implications of Congestion Pricing: Evidence from SF Park: 2017 INFORMS Annual Meeting (Houston, TX), 2016 INFORMS Revenue Management and Pricing Section (New York, NY), 2016 Annual POMS Conference (Orlando, FL)

Should Consumers be Strategic? 2017 INFORMS Annual Meeting (Houston, TX), 2016 MSOM Annual Meeting (Auckland, New Zealand), 2016 Annual POMS Conference (Orlando, FL), 2015 INFORMS Annual Meeting (Philadelphia, PA)

Interpreting "3 Seats Left": An Empirical Analysis of Airline Inventory Announcements: 2015 INFORMS Annual Meeting (Philadelphia, PA), 2015 MSOM Annual Meeting (Toronto, Canada), 2015 INFORMS Revenue Management and Pricing Section (New York, NY), 2015 Annual POMS Conference (Washington DC), 2014 INFORMS Annual Meeting (San Francisco, CA)

Building Personal Connections: An Empirical Analysis of a Financial Call Center: 2014 INFORMS Annual Meeting (San Francisco, CA)

Information Release under New Product Introduction: 2013 INFORMS Annual Meeting (Minneapolis, MN)

Consumer Learning in Rental Markets: 2013 INFORMS Annual Meeting (Minneapolis, MN)

Pricing Reservations: 2016 MSOM Annual Meeting (Auckland, New Zealand), 2014 INFORMS Annual Meeting (San Francisco, CA), 2013 INFORMS Annual Meeting (Minneapolis, MN), 2013 MSOM Annual Meeting (Fontainebleau, France), 2013 EURO/INFORMS International Meeting

(Rome, Italy), 2013 Annual POMS Conference (Denver, CO), 2012 INFORMS Annual Meeting (Phoenix, AZ)

Slowdown Services: Staffing Service Systems with Load Dependent Service Rate: 2014 INFORMS Annual Meeting (San Francisco, CA), 2014 MSOM Service SiG (Seattle, WA), 2013 INFORMS Annual Meeting (Minneapolis, MN), 2012 INFORMS Annual Meeting (Phoenix, AZ)

Ignorance is Bliss: the case of Risk Pooling: 2011 INFORMS Annual Meeting (Charlotte, NC)

Dynamic versus Static Pricing in the Presence of Strategic Consumers: 2011 INFORMS Annual Meeting (Charlotte, NC), 2011 Annual POMS Conference (Reno, CA), 2010 INFORMS Annual Meeting (Austin, TX), 2009 INFORMS Annual Meeting (San Diego, CA)

Advance Selling, Strategic Consumers and Competition: 2009 INFORMS Annual Meeting (San Diego, CA), 2009 MSOM Annual Meeting (Cambridge, MA), 2009 INFORMS International (Toronto, Canada)

Pricing Services Subject to Congestion: Sell Subscriptions or Charge Per-Use Fees?: 2008 INFORMS Annual Meeting (Washington, DC), 2008 INFORMS Revenue Management and Pricing Section (Montreal, Canada), 2008 MSOM Annual Meeting (College Park, MD)

INTERVIEWS AND MEDIA MENTIONS

To buy or not to buy, *Questrom News*, December 2019

The Israeli consumer online: makes more price comparisons and writes reviews, *Yediot Ahronot* (Israel's largest daily newspaper), *Finance Magazine*, January 2019

Top 7 books for innovators to read in 2019, *Questrom News*, January 2019

Customer reviews have an unexpected effect on product design and quality, *Questrom News*, January 2019

Brick-and-mortar stores fight to survive as some embrace online shopping, *The Daily Free Press*, October 2018

Frequently discounting maximizes retailer revenues, *Berkeley-Haas News*, September 2015

TEACHING

Questrom School of Business, Boston University

Creating Value through Operations and Technology (PEMBA core, 2020)

- Course evaluations: 2020: 4.94/5

Supply Chain Management / Operations Analysis and Innovation (MBA elective), 2017-2020

- Course evaluations: 2020: 5/5, 2019: 5/5, 2018: 4.85/5

Operations Analysis and Innovation (MBA Mod 4), 2018-2019

- Course evaluations: 2019: 4.97/5
Operations Analysis (Undergraduate elective), 2018-2019
- Course evaluations: 2019: 5/5
Topics in Operations Management (PhD, co-taught with OM Questrom faculty), 2017-2018

Haas School of Business, University of California, Berkeley

- Operations Management (weekend MBA core), 2012-2013, 2015-2017
 Operations Management (evening MBA core), 2011-2013
 Rational Consumer Behavior in Operations Management (phd seminar), 2011-2012, 2013-2014
 Production and Operations Management (undergraduate elective), 2010-2011

The Wharton School, University of Pennsylvania

- Teaching Assistant, 2006-2009
 Introduction to Operations Management (undergraduate), Decision Models and Uncertainty (MBA), Quality and Productivity (MBA), Supply Chain Management (MBA and EMTM).

Technion—Israel Institute of Technology

- Teaching Assistant, 2002-2005
 Project Management (undergraduate), Logistics and Supply Chain Management (undergraduate), Introduction to Industrial Engineering (undergraduate), Projects in Production and Service Systems (undergraduate), Supply Chain Management (MBA), Operations Research for System Engineers (external studies)

MILITARY SERVICE

Israel Defense Forces

- The Military Academy
 Soldier - Teacher, Sergeant, 1996-1998

HONORS AND AWARDS

At BU:

PEMBA Best Faculty Award (2020)

- Voted by the Part Time MBA students
- Awarded for the PEMBA core: “Creating Value through Operations and Technology”

MBA Award for Outstanding Teaching (2020)

- Voted by the Full Time MBA students
- Awarded for the MBA elective: “Operations Analysis and Innovation”

Manufacturing & Service Operations Management Meritorious Service Award (2018, 2019)

At Berkeley:

Barbara and Gerson Bakar Faculty Fellow (2014-2017)

- Recognizes associate or assistant professor who demonstrate record of accomplishment and a very bright future
- Awarded to 5 assistant/associate professors at the Haas School of Business

2nd place in the 2016 *INFORMS Public Sector Operations Research (PSOR) Award Competition* (for Welfare Implications of Congestion Pricing: Evidence from SF Park)

Finalist in the 2016 *INFORMS Service Science Cluster Best Paper Award Competition* (for Welfare Implications of Congestion Pricing: Evidence from SF Park)

Garwood Faculty Research Grant (\$15,000) (2013)

- A research grant to support research on innovation in a corporate context
- Awarded by the Institute for Business Innovation – Garwood Center for Corporate Innovation at the Haas School of Business
- Received for a proposal on “innovations in service operations”

Manufacturing & Service Operations Management Meritorious Service Award (2011, 2013)

Management Science Meritorious Service Award (2013)

Earl F. Cheit Award for outstanding teaching (Weekend MBA)

- Highest teaching award for instructors at the Haas School of Business
- Awarded twice: 2012-2013, 2015-2016

Haas Club-6 membership for teaching (2011-2017)

- Awarded to instructors who receive teaching evaluation scores of at least 6/7

At Wharton:

Dean’s Doctoral Fellowship, Wharton (2009-2010)

Robert R. Nathan Fellowship (2008-2009)

- Awarded to a PhD student at Wharton to recognize outstanding work in applied economics
- 1 yearly out of the entire doctoral community at Wharton

OPIM Scholar Award, Wharton (2008)

- Departmental award to the doctoral student with the most outstanding progress towards the completion of the dissertation

Wharton Risk Center Russell Ackoff Doctoral Student Fellowship

- Awarded to PhD students at the University of Pennsylvania to conduct research in decision making under risk and uncertainty
- Received for “Advance selling under competition” (2008-2009)
- Received for “Charge per-use fees or sell subscriptions” (2007-2008)

SAP Fellowship for the 3rd Lindau Meeting of Nobel Laureates in Economics, Lindau, Germany (2008)

- Selected as the only student representative from the University of Pennsylvania

MITACS Student Grant, INFORMS Revenue Management and Pricing Conference, Montreal, Canada (2008)

Doctoral Fellowship, Wharton (2005-2009)

At Technion:

Teaching Assistantship Excellence Award, Technion—awarded three times based on students' evaluations (2002-2004)

Miriam and Aaron Gutwirth Fellowship—country-wide award for graduate students for excellence in research (2003)

Graduate Fellowship, Technion (2002-2004)

President's award for distinction (top 5% of students, university-wide), Technion (1999-2002)

STUDENT SERVICE

Boston University: Elnaz Karimi (dissertation advisor)

UC Berkeley: Katherine Ashley (dissertation advisor), Bo Liao (doctoral committee), Liang Lu, Agricultural and Resource Economics (doctoral committee, outside member)

SERVICE TO THE DEPARTMENT

Hiring committee (2020-2021)

Junior faculty mentoring: Michelle Shell

SERVICE TO THE SCHOOL

Questrom Committees: Member of the PEMBA Task Force on Core Curriculum (2020-now), Member of the MBA Task Force on Core Curriculum (2019-now), Member of the Faculty and Policy Committee (FPC) (2019-now), Member of the Online MBA Design Team (2019-now), Member of the MBA Program Development Committee (PDC) (2018-2019), Member of the MBA Subcommittee of Student Academic Affairs (2018-2019)

Berkeley Haas Committees: Member of the Evening, Weekend and Executive MBA Committee (2015-2017), hiring committee (2011-2017)

Berkeley Haas Assistant Professor Representative (2013-2014)

SERVICE TO THE PROFESSION

Editorial Position: Production and Operations Management (Senior Editor, 2018 – Present)

Conference Track Chair: 2013 INFORMS Annual Meeting: MSOM Sponsored Service SiG Track Chair.

Conference Program Committee: 2019 Revenue Management and Pricing Conference.

Conference Session Chair: 2020 INFORMS Annual Meeting (“The Subscription Box Business Model”, MSOM Service SIG Track), 2019 INFORMS Annual Meeting (“Innovative Pricing Strategies”, RM&P Track, “Retail Operations”, MSOM Supply Chain SIG Track, “Strategic Behavior in Service Systems”, MSOM Service SIG Track), 2018 INFORMS Annual Meeting (“Innovations in Pricing and Revenue Management”, RM&P Track, “Innovation in Service Operations”, MSOM Service SiG Track), 2017 INFORMS Annual Meeting (“Emerging Topics in Pricing and Revenue Management, RM&P Track, “Empirical Service Operations”, MSOM Service SiG Track), 2017 POMS Annual Meeting (“Empirical Research in OM”, Service Operations Track, “Consumer Behavior in Operations Management”, Manufacturing Operations Track), 2016 INFORMS Annual Meeting (“On Demand Services”, MSOM Service SiG Track, “Empirical Research on Pricing and Revenue Management”, RM&P Track), 2015 INFORMS Annual Meeting (“Innovative Pricing Strategies”, RM&P track), 2014 INFORMS Annual Meeting (“Consumer Behavior in Services”, MSOM Service SiG Track and “Business Models in Services”, co-chaired with J. Guajardo, MSOM Service SiG Track), 2013 INFORMS Annual Meeting (“Innovation in Service Systems”, MSOM Service SiG Track, co-chaired with J. Guajardo and “Models of Consumer Behavior”, MSOM Cluster), 2013 EURO/INFORMS International Annual Meeting (“Pricing Strategies with Consumer Behavior”), 2011 INFORMS Annual Meeting (“Managing Services with Strategic Consumers “, MSOM Service SiG Track, co-chaired with G. Allon)

Conference Review Boards: 2019 MSOM Service SIG Conference (Singapore), 2016 MSOM Service SIG Conference (Auckland, New Zealand), 2015 MSOM Supply Chain SIG Conference (Toronto, CA), 2014 MSOM Service SIG Conference (Seattle, WA), 2013 MSOM Supply Chain SIG Conference (Fontainebleau, France), 2012 MSOM Service SIG Conference (New York, NY), 2011 MSOM Service SIG Conference (Ann Arbor, MI), 2011 MSOM Conference (Ann Arbor, MI), 2010 MSOM Conference (Haifa, Israel)

Paper Competition Chair: INFORMS Public Sector Operations Research (PSOR) (2017)

Paper Competition Judging: INFORMS Public Sector Operations Research (PSOR) (2018, 2019, 2020), MSOM Student Paper Competition (2013, 2014, 2015, 2016, 2020)

Memberships: Institute for Operations Research and Management Science (INFORMS), Manufacturing & Service Operations Management (MSOM), Production and Operations Management (POMS)

Reviewer for *Management Science, Manufacturing & Service Operations Management (MSOM), Operations Research (OR), Production and Operations Management (POM), Marketing Science, Journal of Economics and Management Strategy (JEMS), Naval Research Logistics, European Journal of Production Research (EJOR), Omega, California Management Review*

Updated 7/3/2020