Sami Najafi-Asadolahi

CONTACT INFORMATION	Information Systems and Analytics Leavey School of Business Santa Clara University 500 El Camino Real, Santa Clara, CA 95053	*Office:* +1 408-554-4110 *Cell:* +1 408-210-1254 *Email:* snajafi@scu.edu *Web:* sami-najafi.com

ACADEMIC POSITION

Santa Clara University, Leavey School of Business, Santa Clara, CA

Associate Professor of Information Systems and Analytics, September 2019-present

Assistant Professor of Information Systems and Analytics, September 2013-2019

EDUCATION

University of Toronto, Rotman School of Management, Toronto, Canada

Postdoctoral Fellow, Operations Management, September 2011-June 2013

London Business School, London, United Kingdom

Ph.D., Management Science & Operations, July 2011

- Thesis Topic: "Revenue Management in Online Advertising"
- Advisor: Kristin Fridgeirsdottir

M.Phil., Management Science & Operations, August 2007

Northwestern University, Kellogg School of Management, Evanston, Illinois, USA

Visiting Scholar, Managerial Economics and Decision Sciences, April-June 2009

Sharif University of Technology, Tehran, Iran

M.S., Industrial Engineering (GPA: 3.93/4.0; Class Rank 1/15), January 2005

K.N.Toosi University of Technology, Tehran, Iran

B.S., Industrial Engineering (GPA: 3.81/4.0; Class Rank 1/78), May 2002

HONORS AND AWARDS

- Ranked 1 in Iran on Industrial Engineering Graduate National Comprehensive University Entrance Exam (2002).
- Ranked 1 in Iran on Economic Systems Engineering Graduate National Comprehensive University Entrance Exam (2002).
- Ranked 1 in Industrial Engineering group students in IE department of K.N.Toosi University of Technology among 78 students (2002).
- Doctoral Fellowship, London Business School (2005-2010).
- 2013 Rotman MBA Excellence in Teaching Award (2014)

RESEARCH INTERESTS

Online (Digital) Advertising, Pricing and Revenue Management, Behavioral Operations.

RESEARCH PAPERS

P1: **"Cost-Per-Impression Pricing for Display Advertising"** (with K. Fridgeirsdottir)

- *Operations Research.* 2018, Vol 66, No 3, pp. 653-672.

P2: **"Newsvendor Selling to Loss Averse Consumers with Stochastic Reference Points"** (with O. Baron, M. Hu, and Q. Qian)

- *Manufacturing & Service Operations Management.* 2015, Vol. 17, No. 4, pp. 456-469.

P3: **"Cost Per Click Pricing for Display Advertising"** (with K. Fridgeirsdottir)

- *Manufacturing & Service Operations Management.* 2014, Vol 16, No 4, pp. 482-497.
- Featured as one of top 5 papers published in M&SOM from Jan. 2011 to Jan. 2015.

P4: **"Optimization of Operational Decisions in Digital Advertising: A Literature Review"** (with N. Agrawal and S. Smith)

- *Accepted* at *Channel Strategies and Marketing Mix in a Connected World, (Eds.)*, Springer, 2018.

P5: **"How Freemium Gets Consumers To Pay A Premium: The Role of Loss-Aversion"** (with N. Mishra, A. Tsay, and S. Najafi)

- Under review at *Decision Sciences.* 2019.

P6: **"Dynamic Pricing of Multiple Products Under Customers' Sequential Search"** (with S. Najafi, C. Lee, and S. Nahmias)

- Under second round review at *Production & Operations Management.* 2018.

P7: **"Dynamic Pricing of Substitutable Products in the Presence of Consumers' Consideration Set"** (with S. Najafi and G. Gallego)

- Working paper. September 2018.

P8: **"Optimality for Continuous Demand Distributions with Independent Increments"**

- Working paper (Technical Note), 2011.

P9: **"Integrated Pricing and Seat Inventory Control in the Airline Revenue Management"** (with M. Modarress)

- *4th International Industrial Engineering Conference*, Tehran, 2005.

WORKS IN PROGRESS

W1: **"Managing Digital Advertising Campaigns"** (with N. Agrawal and S. Smith)

- In the final writing stage. Target journal: *Management Science.* November 2019.

RESEARCH GRANTS

Leavey Research Grant

- 2014: $2000 for *"Cost Per Impression Pricing for Display Advertising"*
- 2015: $800 for *"Dynamic Pricing of Multiple Products Under Customers' Sequential Search"*
- 2018: $7800 for *"Dynamic Pricing of Substitutable Products in the Presence of Consumers' Consideration Set"*

SCU Research Grant

- 2017: $5000 for *"Cost-per-Impression Pricing and Campaign Delivery for Online Display Advertising"*

TEACHING EXPERIENCE

Leavey School of Business, Santa Clara University, Santa Clara, CA
Instructor, Statistics and Data Analysis II (OMIS 41)   **Fall 2018**

Two sections (25 and 23 students)
Evaluations: 4.6/5.0, 4.4/5.0

Instructor, Statistics and Data Analysis II (OMIS 41)   **Winter 2019**

Three sections (25, 27, 31 students)
Evaluations: 4.4/5.0, 4.3/5.0, 4.2/5.0

Instructor, Business Analytics (Machine Learning) (OMIS 3000)   **Spring 2019**

Two sections (MBA) (33 and 27 students)
Evaluations: 4.6/5.0, 4.5/5.0

Instructor, Statistics and Data Analysis II (OMIS 41)   **Winter 2018**

Two sections (31 and 32 students)
Evaluations: 4.3/5.0, 4.2/5.0

Instructor, Statistics and Data Analysis I (OMIS 40)   **Fall 2017**

Two sections (30 and 31 students)
Evaluations: 4.6/5.0, 4.4/5.0

Instructor, Statistical Methods (OMIS 2353)   **Fall 2017**

One section (31 students)
Evaluation: 4.6/5.0

Instructor, Statistics and Data Analysis II (OMIS 41)   **Spring 2017**

Two sections (40 and 37 students)
Evaluations: 4.3/5.0, 4.2/5.0

Instructor, Statistics and Data Analysis I (OMIS 40)   **Winter 2017**

Two sections (30 and 31 students)
Evaluations: 4.3/5.0, 4.3/5.0

Instructor, Statistics and Data Analysis II (OMIS 41)   **Spring 2016**

Three sections (32, 31, and 30 students)
Evaluations: 4.6/5.0, 4.5/5.0, 4.4/5.0

Instructor, Statistics and Data Analysis II (OMIS 41)   **Winter 2016**

Three sections (28, 29, and 31 students)
Evaluations: 4.1/5.0, 4.3/5.0, 4.1/5.0

Instructor, Statistics and Data Analysis II (OMIS 41)   **Spring 2015**

Three sections (36, 35, and 35 students)
Evaluations: 4.6/5.0, 4.5/5.0, 4.5/5.0

Instructor, Statistics and Data Analysis I (OMIS 40)   **Winter 2015**

Three sections (29, 26, and 31 students)
Evaluations: 4.5/5.0, 4.3/5.0, 4.6/5.0

Instructor, Statistics and Data Analysis I (OMIS 40)   **Spring 2014**

Developed the material and lectured the undergraduate core course Statistics and Data Analysis I to one section of undergraduate business and economics students. Teaching was based on main lectures, problem solving sessions, and Excel-based case examples. Subjects covered include Descriptive Statistics, Probability Theory, Sampling, Confidence Interval for Mean and Proportions.
One section (30 students)

Instructor, Statistics and Data Analysis II (OMIS 41)   **Spring 2014**

Two sections (32, and 32 students)

Instructor, Statistics and Data Analysis II (OMIS 41)   **Winter 2014**

Developed the material and lectured the undergraduate core course Statistics and Data Analysis II to two sections of undergraduate business and economics students. Teaching was based on main lectures, problem solving sessions, and Excel-based case workshops. Subjects covered include sampling and statistical inference, Hypothesis tests, simple and multiple regression analysis, and time series analysis.
Two sections (32, and 32 students).

Rotman School of Management, University of Toronto, Toronto, Canada
Instructor, Statistics for Managers, Full-Time Core MBA   **Fall 2012**

Developed the material and lecture core MBA course *Statistics for Managers* to first year MBA student group. Teaching consists of lecture sessions, discussing problem sets, and exploring real cases using Excel, @Risk, and Stat-Tool. Class duration: 40 hours (10 weeks). Class size: one section of 64 students.
Evaluations: 6.85/7.00 (won 2013 Rotman MBA Teaching Award)

Academy of Applied Pharmaceutical Sciences (AAPS), Toronto, Canada
Instructor, Six Sigma Black-Belt, Measure Data and Statistics   **Fall 2012**

Measure Data and Statistics (24 hours).

Mechanical and Industrial Engineering, University of Toronto, Toronto, Canada
Instructor, Queueing Theory (Graduate)   **Spring 2013**

The course introduces common queueing techniques and their applications in manufacturing and service operations management to M.S./Ph.D students in Industrial Engineering. The course relies on using stochastic processes to study single and multi-server queues. Class duration: 36 hours.
Evaluations: 5.00/5.00

London Business School, London, United Kingdom
Instructor   **September 2010**

Preparatory Data Analytics, Master in Management.

Teaching Assistant, MBA/EMBA   **2006- 2011**

- Business Statistics (MBA, Sloan Masters Program core courses), 2006-2011
- Decision and Risk Analysis (MBA core course), 2009-2011
- Financial Modeling with Spreadsheets (MBA elective course), 2008-2011
- Operations Management (MBA core course), 2010

PROFESSIONAL
EXPERIENCE
SAIPA Center of Strategic Studies   **2004-2005, Tehran**
Tehran, Iran
Strategy and Market Specialist

- Developed dynamic pricing and revenue management model for pre-sales of cars manufactured by company with 49% of Iran's market share and $3B+ annual turnover. SAIPA makes vehicles as a partner with Citroen, Volvo, Kia Motors, and Renault.
- Developed a Multi-Criteria Decision Making model to rank SAIPA's oversees markets based on 45 major decision parameters. Presented the results to board of directors.

TALKS
INFORMS Annual Meeting, Seattle, WA   **October 2019**
- "Managing Digital Advertising Campaigns"

- "Dynamic Pricing of Perishable Products Under Consumers' Sequential Search"
POMS Annual Conference, Washington, DC   **May 2019**

- "Managing Digital Advertising Campaigns"

INFORMS Annual Meeting, Phoenix, AZ   **November 2018**
- "Managing Digital Advertising Campaigns"

POMS Annual Conference, Houston, TX   **May 2018**
- "Dynamic Pricing of Perishable Products Under Consumers' Sequential Search"
- "Managing Digital Advertising Campaigns"

INFORMS Annual Meeting, Houston, TX   **October 2017**
- "Dynamic Pricing of Perishable Products in The Presence of Consumers' Sequential Search"

MSOM Annual Conference, Chapel Hill, NC   **June 2017**
- "Selling Freemium Products to Loss Averse Consumers" (Double-blind peer reviewed)

POMS Annual Conference, Seattle, WA   **May 2017**
- "Selling Freemium Products to Loss Averse Consumers"
- "Dynamic Pricing of Perishable Products Under Consumers' Sequential Search"
- "Managing Digital Advertising Campaigns"

INFORMS Annual Meeting, Nashville, TN   **October 2016**
- "Dynamic Pricing of Perishable Products in The Presence of Consumers' Sequential Search"

POMS Annual Conference, Orlando, FL   **May 2016**
- "Selling Freemium Products to Loss Averse Consumers"
- "Dynamic Pricing of Perishable Products Under Consumers' Sequential Search"

INFORMS Annual Meeting, Philadelphia, PA   **November 2015**
- "Dynamic Pricing of Perishable Products in The Presence of Consumers' Sequential Search"
- "Selling Freemium Products to Loss Averse Consumers"
- "Cost Per Impression Pricing for Display Advertising"

MSOM Annual Conference, Toronto, Canada   **June 2015**
- "Cost Per Impression Pricing for Display Advertising"
- "Is overpromising of product features desirable when consumers are loss averse?"

POMS Annual Conference, Washington, DC   **May 2015**
- "Newsvendor Selling to Loss Averse Consumers with Stochastic Reference Points"
- "Product Versioning When Consumers are Loss-Averse"

Merage School of Business, UC Irvine   **December 2014**
- "Cost Per Click Pricing for Display Advertising"

Foster School of Business, UW at Seattle   **November 2014**
- "Cost Per Click Pricing for Display Advertising"

INFORMS Annual Meeting, San Francisco, CA   **November 2014**
- "Newsvendor Selling to Loss Averse Consumers with Stochastic Reference Points"
- "Product Versioning When Consumers are Loss-Averse"

MSOM Annual Conference, Seattle, WA   **June 2014**

- "Newsvendor Selling to Loss Averse Consumers with Stochastic Reference Points"

POMS Annual Conference, Atlanta, GA   **May 2014**
- "Newsvendor Selling to Loss Averse Consumers with Stochastic Reference Points"

Pricing and Revenue Management PhD Seminar, Stanford GSB   **November 2013**
- "Cost-Per-Click Pricing of Display Advertising"

INFORMS Annual Meeting, Minneapolis, MN   **October 2013**
- "Revenue Management for Online Advertising Using Advertising Networks"
- "Cost-Per-Click Pricing of Display Advertising"
- "Newsvendor Selling to Loss Averse Consumers with Stochastic Reference Points"

Leavey School of Business, Santa Clara University   **March 2013**
- "Revenue Management for Online Advertising Using Advertising Networks"

Ivey School of Business, Western University   **February 2013**
- "Contingent Pricing in the Presence of Loss Adverse Consumers"

Canadian Operational Research Conference, Niagara Falls, ON   **June 2012**
- "Contingent Pricing in the Presence of Loss Averse Consumers"
- "Cost-Per-Click Pricing of Display Advertising Using Advertising Networks"
- "Revenue Management in Online Advertising"

INFORMS Annual Meeting, San Diego, CA   **October 2009**
- "Revenue Management for Online Advertising Using Advertising Networks"
- "Pricing the Cost-Per-Click Queuing Systems in Advertising Networks"

INFORMS Annual Meeting, Washington, DC   **October 2008**
- "Revenue Management for Online Advertising: Pay-per-click pricing"

INFORMS Annual Meeting, Seattle, WA   **November 2007**
- "Revenue Management for Online Advertising: Impatient Advertisers"

EURO XXII Conference, Prague, Czech Republic   **June 2007**
- "Revenue Management for Online Advertising: Impatient Advertisers"

SERVICE TO PROFESSION

Journal Referee Service   **2012-Present**
- Referee papers for: Management Science; Decision Science; Operations Research; Manufacturing & Service Operations Management; Production and Operations Management; European Journal of Operational Research; Naval Research Logistics; Operations Research Letters; Omega; Numerical Algebra, Control and Optimization; International Journal of Production Economics. Expert Systems with Applications; Optimization Letter; Journal of Systems Science and Systems Engineering.

- Referee Service Conducted in 2018: Operations Research (1 paper); Manufacturing & Service Operations Management (2 papers); Production and Operations Management (3 papers); European Journal of Operational Research (1 paper).

INFORM RMP Section Webmaster   **2014-Present**

- Create and manage the content and organization of INFORMS Revenue Management and Pricing Section website

Session Organizer and Chair 2014-Present

- POMS Annual Meeting: May 2014, 2015, 2016, 2017.
- INFORMS Annual Meeting: Nov 2014.

SERVICE TO SCHOOL

OMIS CRS Research Seminar Organizer 2014-Present

- Organized 11 research seminars from October 2013 - June 2014
- Organized 12 research seminars from October 2014 - June 2015
- Organized 12 research seminars from October 2015 - June 2016
- Organized 12 research seminars from October 2016 - June 2017
- Organized 8 research seminars from October 2017 - June 2018

OMIS 40/41 Course Coordinator 2014-Present

- With team, help to set the direction of business statistics courses OMIS 40/41.
- Coordinate the topics taught by various instructors to ensure consistency of material contents.

COMPUTER SKILLS

- Language: MATLAB, R, Mathematica, C/C++, FORTRAN, Visual Basic, Pascal, Basic.
- Scientific Computing: XLMiner, Maple, SPSS, Lindo, Palisade Tools.
- Simulation Packages: iThink, @Risk, Simul8, Arena.