

# MSOM Service Management Special Interest Group (SIG) Conference Program

**UNC Kenan-Flagler Business School**

**Monday June 19 2017**

**McColl 2575**

## **Co-chairs:**

**Philipp Afèche**  
**Amy Ward**

*University of Toronto*

*University of Southern California*

## **Schedule**

**Note: The Service SIG starts 30 minutes before the other SIGs.**  
Please be advised to take the early shuttle from your hotel, to reach the Kenan-Flagler School around 7:30 AM.

7:30 AM	Registration Opens
7:30 AM - 8:00 AM	Breakfast
<b>8:00 AM - 10:15 AM</b>	<b>Session A</b>
10:15 AM - 10:30 AM	Coffee Break
<b>10:30 AM - 12:00 PM</b>	<b>Session B</b>
12:00 PM - 1:30 PM	Lunch
<b>1:30 PM - 3:00 PM</b>	<b>Session C</b>
3:00 PM - 3:30 PM	Coffee Break
<b>3:30 PM - 5:00 PM</b>	<b>Session D</b>
5:00 PM - 6:30 PM	Break/Transportation to Reception
5:30 PM - 8:30 PM	Reception at Carolina Inn
6:30 PM - 9:00 PM	Return transportation to Kenan-Flagler and conference hotels

**7:30 AM-8:00 AM BREAKFAST & REGISTRATION**

**8:00 AM-10:15 AM** *Invite Your Friend and You'll Move up in Line: Leveraging Social Ties via Operational Incentives*  
**SESSION A**

**Strategic Queueing** **Luyi Yang** and Laurens Debo  
Discussant: Gad Allon

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*Pooling Queues with Discretionary Service Capacity*

Mor Armony, **Guillaume Roels**, and Hummy Song  
Discussant: Rob Shumsky

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*Impact of Callers' History on Abandonment: Model and Implications*

**Seyed Morteza Emadi** and Jayashankar Swaminathan  
Discussant: Marcelo Olivares

**10:15 AM-10:30 AM COFFEE BREAK**

**10:30 AM-12:00 PM** *The Costs and Benefits of Sharing: Sequential Individual Rationality and Fairness*  
**SESSION B**

**Ridesharing Incentives** **Ragavendran Gopalakrishnan**, Koyel Mukherjee, and Theja Tulabandhula  
Discussant: Ramandeep Randhawa

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*Spatial Pricing in Ride-Sharing Networks*

Kostas Bimpikis, Ozan Candogan, and **Daniela Saban**  
Discussant: Azarakhsh Malekian

**12:00 PM-1:30 PM LUNCH**

**1:30 PM-3:00 PM** *We Are on the Way: Analysis of On-Demand Ride Hailing Systems*  
**SESSION C**

**Ridesharing Operations** Guiyun Feng, **Guangwen Kong**, and Zizhuo Wang  
Discussant: Rouba Ibrahim

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*Dynamic Matching for Real-Time Ridesharing*

**Erhun Özkan** and Amy R. Ward  
Discussant: Rene Caldentey

**3:00 PM-3:30 PM COFFEE BREAK**

**3:30 PM-5:00 PM** *Learning in Repeated Auctions with Budgets: Regret Minimization and Equilibrium*  
**SESSION D**

**Revenue Management** Santiago R. Balseiro and **Yonatan Gur**  
Discussant: Negin Golrezaei

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*The Limit of Rationality in Choice Modeling: Formulation, Computation, and Implications*

**Srikanth Jagabathula** and Paat Rusmevichientong  
Discussant: Omar Besbes

**5:30 PM-8:30 PM RECEPTION AT CAROLINA INN**