

INDUSTRIAL & SYSTEMS ENGINEERING SEMINAR

Wednesday, March 7

3:15 PM – Refreshments before the seminar

3:30 PM – Graduate Seminar

Mechanical Engineering Room 4125 A & B



Oblivious Dynamic Pricing

Professor Assaf Zeevi

Henry Kravis Professor of Business

Columbia Business School

The demand curve plays a central role in the theory and applications of dynamic pricing. The common approach in most studies (and in real world settings as well) is to model this using some, typically, simple parametric family. What happens if this model does not capture the true demand curve in an accurate manner? This talk will consider some of the effects and implications of said misspecification.

BIO: Assaf Zeevi is the Henry Kravis Professor at the Graduate School of Business, Columbia University, and currently serves also as its Vice Dean for Research. He graduated from Stanford in 2001, and has been a faculty at Columbia since then. His research is broadly focused on the formulation and analysis of mathematical models of complex systems. He is particularly interested in the areas of stochastic modeling and statistics (topics which he also teaches both in the MBA and doctoral programs), and their synergistic application to problems arising in service operations, revenue management, web-based applications, and financial services.

**FOR MORE INFORMATION ON PROFESSOR ZEEVI'S RESEARCH,
PLEASE VISIT: <http://www2.gsb.columbia.edu/faculty/azeevi/>**