

# IOANA POPESCU

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## EMPLOYMENT

**INSEAD**, France (09/1999-11/2008), Singapore (since 11/2008)  
Booz & Company Term Chaired Professor in Revenue Management (09/2006–present)  
Associate Professor of Decision Sciences (with tenure), (07/2006-present)  
Assistant Professor of Decision Sciences (09/1999- 07/2006)

## EDUCATION

**Massachusetts Institute of Technology**, Cambridge, MA (1995-1999)  
**Ph.D.** in Applied Mathematics and Operations Research, June 1999.  
**Wellesley College**, Wellesley, MA (1993-1995)  
**BA** in Mathematics and Computer Science, Summa cum Laude, May 1995  
**Bucharest University**, Bucharest, Romania (1991-1993)  
Undergraduate studies in Applied Mathematics

## RESEARCH INTERESTS

Pricing and revenue management; behavioral pricing/operations  
Moment problems and robust optimization

## HONORS & AWARDS (selected)

INSEAD Outstanding Teacher Award for MBA core courses, 2011  
Supervised Winner of Decision Analysis Student Paper competition, INFORMS 2010  
Supervised Finalist of M&SOM Student Paper Competition, INFORMS 2010  
Dean's Commendation for Teaching in the MBA Program, 2009, 2010, 2011  
Supervised Finalist of Decision Analysis Student Paper Competition, INFORMS 2008  
Junior Faculty Paper Competition, Finalist, INFORMS 2005  
Best Paper Award, Junior Faculty Paper Competition, INFORMS 2003  
Nicholson Student Paper Competition, Finalist, INFORMS 1999  
MIT Fellowship in Applied Mathematics, 1995-1996  
Sarah Garth Fellowship for Doctoral Studies, 1995-1997  
Mathematics Award of the Year, Wellesley College, 1995  
Microsoft Undergraduate Student Award, 1994  
International Student Grant, Wellesley College, 1993-1995  
National Merit, University of Bucharest (top 1%), 1991-1993  
Romanian Mathematics Olympiad, national prize, extended international team, 1988-91

## PUBLICATIONS

- [1] D. Bertsimas and I. Popescu, On The Relation Between Option and Stock Prices: A Convex Optimization Approach, *Operations Research*, 2002, 50 (2), 358-374
- [2] D. Bertsimas and I. Popescu, Revenue Management in a Dynamic Network Environment, *Transportation Science*, 2003, 37 (3) 257-277
- [3] D. Bertsimas and I. Popescu, Optimal Inequalities in Probability Theory: A Convex Optimization Approach, *SIAM Journal of Optimization*, 2005, 15 (3), 780-804
- [4] Popescu, I., Optimal Moment Bounds for Distributions with Convex Properties via Semidefinite Programming, *Mathematics of Operations Research*, 2005, 50 (3), 632-657  
Best Paper Award, INFORMS Junior Faculty (JFIG) Paper Competition 2003
- [5] A. Kuyumçu and I. Popescu, Deterministic Price-Inventory Management for Substitutable Products, *Journal of Revenue and Pricing Management*, 2006, 4 (4), p. 354-366
- [6] Popescu, I., Robust Mean-Covariance Solutions for Stochastic Optimization, *Operations Research*, 2007, 55 (1), 98-112
- [7] Popescu, I. and Y. Wu, Dynamic Pricing Strategies with Reference Effects, with *Operations Research*, 2007, 55 (3), 413-429
- [8] Koçabiyikoglu, A. and I. Popescu, Managerial Motivation Dynamics and Incentives, *Management Science*, 2007, 53(5), 834-848
- [9] Araman, V. and I. Popescu, Media Revenue Management with Audience Uncertainty: Balancing Upfront and Spot Market Sales, *Manufacturing and Service Operations Management*, articles in advance, June 12, 2009 print 12(2), 2010, 190-212  
Selected as the lead article  
Finalist, INFORMS Junior Faculty (JFIG) Paper Competition 2005
- [10] Koçabiyikoglu, A. and I. Popescu, An Elasticity Perspective on the Newsvendor with Price Sensitive Demand, *Operations Research*, 2011, Vol. 59 (2) 301-312
- [11] Nasiry, J. and I. Popescu, Dynamic Pricing with Loss Averse Consumers and Peak-End Anchoring, *Operations Research*, 2011, 59 (6) 1361-1368  
Finalist, INFORMS Decision Analysis Student Paper Competition 2008
- [12] Nasiry, J. and I. Popescu, Advance Selling when Consumers Regret, *Management Science*, 2011 forthcoming

## PAPERS UNDER REVIEW

- [13] Aflaki, S., and I. Popescu, Managing Retention in Service Relationships, INSEAD Working paper, revised 2011 (2<sup>nd</sup> revision for *Management Science*)  
Best Paper Award, INFORMS Decision Analysis Student Paper Competition, 2010  
Finalist, M&SOM Student Paper Competition, 2010  
Top 10 All-Time Hits for Decision Analysis on SSRN
- [14] Koçabiyikoglu A., I. Popescu and C. Stefanescu, Pricing and Revenue Management: The Value of Coordination, INSEAD Working paper, 2011 (3<sup>rd</sup> revision for *Management Science*)

## WORK IN PROGRESS

- [15] Besbes, O. and I. Popescu, Consumer Behavior in Dynamic Pricing (invited)
- [16] Koçabiyikoglu, A. and I. Popescu, Salesforce Incentives for Revenue Management
- [17] Nasiry, J. and I. Popescu, Dynamic Pricing with Asymmetric Consumer Learning
- [18] Nasiry, J. and I. Popescu, Buy or Wait: What do Consumers Regret More?
- [19] Avci, B., de Vericourt, F. and I. Popescu, Optimal Staffing with Endogenous Goals
- [20] Popescu, I., Revenue vs. Customer Relationship Management
- [21] Popescu, I. and N. Rudi, Revenue Management for Collective Experience Goods
- [22] Popescu D. and I. Popescu, How Does Service History Affect Customer Retention?

## OTHER PUBLICATIONS

- [23] Popescu, I. Introduction to the Special Issue: Teaching Revenue Management, 2009, *INFORMS Trans. Ed.* 9(3) 98.
- [24] Popescu, I. and Y. Wu, Dynamic Pricing under Repeated Interactions *Proc. of the DSI Conference*, Barcelona 2005
- [25] Popescu, I. Moment Problems via Semidefinite Programming: Applications in Probability and Finance (this is an early version of [1] and [3] cobined)  
Finalist, The Nicholson Student Paper Competition, 1999
- [26] Popescu, I. Applications of Optimization in Probability, Finance & Revenue Management, *Ph.D. thesis*, MIT, 1999

## INVITED SEMINARS & CONFERENCE PRESENTATIONS

2012

Singapore Management University, March (forthcoming)

2011

London Business School

National University of Singapore, Business School

INFORMS, Charlotte NC (2 talks)

IATA World Passenger Symposium,

INFORMS Revenue Management and Pricing Conference, New York

2010

University of California, Berkeley, Haas School of Business

New York University, Stern School of Business

Hong Kong University of Science and Technology

City University of Hong Kong

INSEAD brownbag

M&SOM, Haifa

INFORMS Austin (1 talk +2 talks given by students)

2009

Supply Chain Workshop, University of Sydney

NUS-MIT Workshop on Operations Research

2008  
 University of Pennsylvania, The Wharton School  
 University of Michigan, Ross School of Business  
 INFORMS Washington DC (1 panel + 4 talks by my students)  
 JDA Rail Summit, London

2007  
 University of California, Los Angeles, Anderson School of Management  
 University of Cambridge, Judge Business School  
 INFORMS Seattle (1 panel + 2 talks by my students)  
 INFORMS Pricing & Revenue Management Conference, Barcelona

2006  
 Northwestern University, Kellogg School of Management  
 University of Chicago, Booth School of Business  
 MIT, Operations Research Center  
 Vienna University of Economics and Business Administration  
 INFORMS Pittsburgh (2 talks + 2 by students)  
 EURO-INFORMS Iceland (semi-plenary)  
 Marcus Evans RM in Transportation (Rome)

2005  
 Duke University, Fuqua School of Business  
 Columbia University, Business School and IEOR  
 London Business School  
 INSEAD DS/TOM seminar series  
 INFORMS, San Francisco (3 talks + 2 by co-authors)  
 INFORMS Pricing & Revenue Management Conference, MIT (2 talks)  
 DSI Conference, Barcelona  
 IFIP C7, Turin

2004  
 Université Catholique de Louvain  
 INFORMS, Denver (3 talks + 2 by students)

2003  
 New York University, Stern School of Business  
 INFORMS, Atlanta (1 talk + 1 by students)  
 EURO/Informs Istanbul (4 talks)  
 ISMP, Copenhagen

2002  
 Stanford University, Graduate School of Business  
 Carnegie Mellon, Tepper School of Business  
 University of California, Berkeley, EECS  
 Ecole Polytechnique, Finance  
 Università d'Annunzio, Pescara, Italy

2001  
 National University of Singapore  
 ETH, Switzerland  
 INFORMS Miami (2 talks)

2000  
 Université de Paris 6 (Jussieu)  
 INRIA Rocquencourt  
 INFORMS Salt Lake City  
 ISMP, Atlanta

1999  
 Northwestern University, Kellogg School of Management  
 Stanford University, Graduate School of Business  
 University of Pennsylvania, The Wharton School

London Business School  
INSEAD  
ESSEC Business School  
New York University, Stern School of Business  
INFORMS Philadelphia

1998

INFORMS Seattle (November)  
INFORMS Montreal (April)

## **MEDIA**

Railway Strategies, May 2008, Peaktime for train travel  
Transit Magazine, March 2008, Can Rail balance the Commercial with the Social?  
The Economist, June 15, 2007, What's in the journals? Money and Supply  
Management Today, Oct 2006, Cannibals and angels: price inventory management  
Welt am Sonntag, July 2006 Wunderwaffe auf Schienen  
Management Today, June 2006, Rock'n roll strategy: U2's Vertigo tour  
Management Today, May 2006, What gets workers working  
Le Figaro, February 2005 La SNCF module ses prix et remplit ses TGVs  
Emerce, October 2005 Altijd Prijs  
La Tribune, March 2002, Le YM vient frapper à la porte des transporteurs  
Science et Vie, March 2001, Le Net se paye votre tête

## **TEACHING**

### **PhD**

*Dynamic Programming via Applications* (2000-2012)  
Designed inter-disciplinary course tailored to INSEAD doctoral students  
Developed course material, homework, web page

### **MBA**

*Dynamic Pricing and Revenue Management*, full MBA elective (2000-2007), mini (2009-2011)  
Introduced new course, subsequently adopted by other schools;  
Developed structure, full course material, polls, webpage; continuously redesigned.  
*Uncertainty, Data and Judgment*, full MBA core course (2003-2011)  
Adapted existing material, introduced polls, developed full set of slides

### **Executive Education (EDP)**

*Dynamic Pricing/Revenue Management* -- designed new customized modules and material  
Customer-specific programs:  
Indian Railways (2009-present)  
Google Marketing Academy (2009-present)  
Open Enrolment Programs:  
International Executive Program (2006)  
World Economic Fellows Program (2008)  
Supply Chain Management Program (2001)  
  
*Decision Making* --adapted existing material  
International Executive Program (2005, 2006)  
Young Managers Program (2001-2003)

## EDUCATIONAL MATERIAL

EasyProfit Simulation. ECCH 2006 (booking limit policies for revenue management)  
EasyProfit Case. ECCH 2006, revised 2009. (booking limit policies for revenue management)  
What price Vertigo? ECCH 2006, revised 2009. (multi-pricing with limited capacity)  
Yahoo! Sponsored search pricing. ECCH 2006. (segmentation and pricing strategy in B2B)  
Congestion Charging in London to Reduce Emissions (peak-load pricing), 2009 pre-release  
Revenue Management at the Roland Garros (bundles and bid prices), 2009 pre-release

## SERVICE

**Area Chair**, Decision Sciences Area, (2010-present)

### Editorial Activities

Associate Editor, *Manufacturing and Service Operations Management*, (2008-present)  
Associate Editor, *Management Science* (2009-present);  
Associate Editor, *Operations Research* (2012-present)  
Guest Editor, Special Issue: Teaching Revenue Management, *Informations on Education*  
Editorial Board, *Journal of Revenue and Pricing Management* (2002-2008)  
Reviewer: Management Science, Operations Research, M&SOM, Mathematics of OR,  
Transportation Science, IEEE, Journal of Pricing & Revenue Mgt., EJOR, Annals of  
OR, Naval Research Logistics, National Science Foundation Career Award

### External Committees and Boards

Board Member, INFORMS Revenue Management and Pricing Section (2009-2011)  
Journal Review Committee *Operations Research* (2008)  
Paper Competition Committees: Nicholson, M&SOM, JFIG  
INFORMS RM & Pricing Conference Organizing Committee, 2007, 2008, 2012  
EURO-INFORMS 2006, Revenue Management & Education Streams, Co-organizer

### Internal Committees

Committee of Area Chairs (2010-present)  
MBA Diploma Committee (2006-2007)  
PhD Committee representative for Decision Sciences/TOM (2000-2004)  
PhD exam committee Decision Sciences and TOM (2000 - present)

### Internal Reviews

Rapporteur for Enrico Diecidue (promotion to Associate Professor with tenure, 2008)  
Rapporteur for Pierre Chandon (promotion to Full Professor, 2010)  
Rapporteur for Natalia Karelaia (3<sup>rd</sup> year review, 2011)  
Evaluation Committee for Claudia Zeisberger (non-tenure track, 2011)  
Ad-hoc External Candidate Review Committee (2008)

### PhD Students & Mentoring

Thesis Adviser/Chair: Ayse Koçabiyikoglu (Bilkent); Javad Nasiry (HKUST)  
Dissertation Committee: Tong Wang (NUS); Onur Boyabatli (SMU); Sam Aflaki (HEC)  
Teaching mentor, Liz Demers (Accounting Area), 2007-2008

## PERSONAL

Marital Status: Married, two children (7.5 and 9 years old)  
Citizenship: Romanian, French  
Birthdate: March 7, 1973  
Languages: English, French, German, Romanian