

AGENDA | MARKETPLACE JUNE 4, 2019 | INNOVATION WORKSHOP

TIME	SESSION	
12:30–1:15pm	Registration Oberndorf Event Center (N302)	
1:15–1:30pm	Opening Remarks Oberndorf Event Center (N302)	
1:30–2:30pm	Plenary Sessions “Learning Outcomes in Repeated Interactions in Markets,” Eva Tardos, Cornell Computer Science “A Second Look at the Incentive Auction Design,” Kevin Leyton-Brown, UBC Computer Science	
2:30–2:45pm	Break	
2:45–4:15pm	Sessions 1A: Online Platforms Oberndorf Event Center (N302) “Product Ranking for Online Platforms,” Mahsa Derakhshan, Negin Golrezaei, Vahideh Manshadi and Vahab Mirrokni “How Do Price Promotions Affect Customer Behavior on Retailing Platforms? Evidence from a Large Randomized Experiment on Alibaba,” Dennis Zhang, Hengchen Dai and Lingxiu Dong “Dog Eat Dog: Measuring Returns to Scale Using a Digital Platform Merger,” Andrey Fradkin and Chiara Farronato “Learning Market Structure and Consumer Preferences from Search Data: An Application to Hotel Demand Estimation,” Luis Armona, Greg Lewis and Giorgos Zervas “Optimizing Assortment Size and Variety in Online Platforms,” Abhinav Sinha, Yash Kanoria, Fanyin Zheng and Zhenyu Lai	Sessions 1B: Pricing and Control Seawell Boardroom (B400) “Asymptotically Optimal Control of a Centralized Dynamic Matching Market with General Utilities,” Jose Blanchet, Martin Reiman, Virag Shah and Lawrence Wein “Optimal Subscription Planning of Digital Goods,” Saeed Alaei, Ali Makhdoumi and Azarakhsh Malekian “Algorithmic Price Discrimination,” Rachel Cummings, Nikhil Devanur, Zhiyi Huang and Xiangning Wang “Discrimination in Online Two-Sided Markets: Effects of Social Bias and Policy Design,” Itai Ashlagi and Faidra Monachou “Dynamic Pricing with Online Product Reviews,” Dongwook Shin, Stefano Vaccari and Assaf Zeevi
4:15–4:45pm	Break	
4:45–6:15pm	Plenary Sessions: Auctions and Market Design Section Oberndorf Event Center (N302) “Efficiency Impact of Convergence Bidding in the California Electricity Market,” Shmuel Oren, Berkeley Research, Industrial Engineering and Operations “Combinatorial Financial Options,” David Pennock, Microsoft Research “A Pseudo-Market for Logistics,” Rakesh Vohra, UPenn Economics and Electrical and Systems Engineering	
6:15–7:30pm	Reception The GSB Bowl	

AGENDA

JUNE 5, 2019

MARKETPLACE INNOVATION WORKSHOP

TIME	SESSION	
8:00–8:30am	Registration and Breakfast Oberndorf Event Center (N302)	
8:30–10:00am	Invited Industry/Academia Session: Ridesharing Oberndorf Event Center (N302) “Driver Pricing in Ride-Hailing Markets,” Hamid Nazerzadeh, USC Marshall and Uber “Spatio-Temporal Pricing for Ridesharing Platforms,” Hongyao Ma, Harvard Computer Science “Optimal Growth in Two-Sided Markets,” Garrett van Ryzin, Cornell Tech and Lyft “Competition in Ride-Hailing Markets,” Kane Sweeney, Uber	Invited Industry/Academia Session: Social Good Zambrano Building (Z301) “Reducing Inefficiency in Carbon Auctions with Large Firms,” Kira Goldner, UW Computer Science “Crowdsourcing Information in Informal Supply Chains,” Irene Lo, Stanford Economics “Computational Interventions to Improve Access to Opportunity,” Rediet Abebe, Cornell Computer Science “Democratizing Mechanism Design Education and Research in Sub-Saharan Africa,” Eric Sodomka, Facebook
10:00–10:30am	Break	
10:30–11:30am	Plenary Sessions Oberndorf Event Center (N302) “Data Science and the Online Advertising Marketplace,” Catherine Williams, AppNexus/Xandr “State Dependent Control of Ride-Hailing Systems,” Yash Kanoria, Columbia Business School	
11:30am–1:00pm	Invited Industry/Academia Session: Experimentation Oberndorf Event Center (N302) “Reducing Bias in Experiments at Airbnb,” Ruben Lobel, Airbnb “A/B Testing of Auctions,” Shuchi Chawla, University of Wisconsin Computer Science “Bayesian Optimization for Online-Offline Experimentation,” Eytan Bakshy, Facebook “Experimenting in Equilibrium,” Stefan Wager, Stanford Graduate School of Business Operations, Information and Technology	Invited Industry/Academia Session: Fairness Zambrano Building (Z301) “The Causal Impact of Bail on Case Outcomes for Indigent Defendants,” Kristian Lum, HRdag “The Measure and Mismeasure of Fairness,” Sharad Goel, Stanford Management Science and Engineering “Fair Classification and Social Welfare,” Yiling Chen, Harvard Computer Science “Discrimination Through Optimization in Ad Delivery and Possible Remedies,” Aleksandra Korolova, USC Computer Science (with Upturn)
1:00pm–2:30pm	Lunch The GSB Bowl	
2:30pm–4:00pm	Session 2A: Data and Information Oberndorf Event Center (N302) “Treatment Effect Estimation from Incomplete Large Dimensional Panel Data,” Markus Pelger and Ruoxuan Xiong “Systemic Credit Freezes in Financial Lending Networks,” James Siderius, Asu Ozdaglar, Daron Acemoglu and Alireza Tahbaz-Salehi “Dynamic Learning and Market Making in Spread Betting Markets with Informed Bettors,” John Birge, Yifan Feng, Bora Keskin and Adam Schultz “Information Inundation on Platforms and Implications,” Gad Allon, Kimon Drakopoulos and Vahideh Manshadi “Relationships in Online Marketplaces,” Karan Girotra, Elena Belavina, Ken Moon and Jiding Zhang	Session 2B: Ridesharing Zambrano Building (Z301) “Spatial Pricing: An Empirical Analysis of Taxi Rides in New York City,” Baris Ata, Nasser Barjesteh and Sunil Kumar “Spatial Capacity Planning,” Francisco Castro, Omar Besbes and Ilan Lobel “A Pricing Framework for the Mobility Marketplace,” Ragavendran Gopalakrishnan, Siddhartha Banerjee, Chamsi Hssaine and Samitha Samaranayake “Tragedy of the Ride-Hailing,” Shih-Fen Cheng, Ming Hu and Jussi Keppo “Near Optimal Control of a Ride-Hailing Platform via Mirror Backpressure,” Yash Kanoria and Pengyu Qian
4:00–4:30pm	Break	
4:30–6:00pm	Plenary Sessions Oberndorf Event Center (N302) “Progressive Participation,” Dirk Bergemann, Yale Economics “Machine Learning in Demand Estimation with Long Tail Data,” Fanyin Zheng, Columbia Business School “Transparency and Demand Management in Platforms and Networked Markets,” Adam Wierman, Caltech Computer Science	