

AGENDA

JUNE 4, 2019

MARKETPLACE 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 Eva Tardos, Cornell Computer Science Kevin Leyton-Brown, UBC Computer Science												
2:30–2:45pm	Break												
2:45–4:15pm	<table><thead><tr><th>Sessions 1A: Online Platforms Oberndorf Event Center (N302)</th><th>Sessions 1B: Pricing and Control Seawell Boardroom (B400)</th></tr></thead><tbody><tr><td>“Product Ranking for Online Platforms,” Mahsa Derakhshan, Negin Golrezaei, Vahideh Manshadi and Vahab Mirrokni</td><td>“Asymptotically Optimal Control of a Centralized Dynamic Matching Market with General Utilities,” Jose Blanchet, Martin Reiman, Virag Shah and Lawrence Wein</td></tr><tr><td>“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</td><td>“Optimal Subscription Planning of Digital Goods,” Saeed Alaei, Ali Makhdoumi and Azarakhsh Malekian</td></tr><tr><td>“Dog Eat Dog: Measuring Returns to Scale Using a Digital Platform Merger,” Andrey Fradkin and Chiara Farronato</td><td>“Algorithmic Price Discrimination,” Rachel Cummings, Nikhil Devanur, Zhiyi Huang and Xiangning Wang</td></tr><tr><td>“Learning Market Structure & Consumer Preferences from Search Data: An Application to Hotel Demand Estimation,” Luis Armona, Greg Lewis and Giorgos Zervas</td><td>“Discrimination in Online Two-Sided Markets: Effects of Social Bias and Policy Design,” Itai Ashlagi and Faidra Monachou</td></tr><tr><td>“Optimizing Assortment Size and Variety in Online Platforms,” Abhinav Sinha, Yash Kanoria, Fanyin Zheng and Zhenyu Lai</td><td>“Dynamic Pricing with Online Product Reviews,” Dongwook Shin, Stefano Vaccari and Assaf Zeevi</td></tr></tbody></table>	Sessions 1A: Online Platforms Oberndorf Event Center (N302)	Sessions 1B: Pricing and Control Seawell Boardroom (B400)	“Product Ranking for Online Platforms,” Mahsa Derakhshan, Negin Golrezaei, Vahideh Manshadi and Vahab Mirrokni	“Asymptotically Optimal Control of a Centralized Dynamic Matching Market with General Utilities,” Jose Blanchet, Martin Reiman, Virag Shah and Lawrence Wein	“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	“Optimal Subscription Planning of Digital Goods,” Saeed Alaei, Ali Makhdoumi and Azarakhsh Malekian	“Dog Eat Dog: Measuring Returns to Scale Using a Digital Platform Merger,” Andrey Fradkin and Chiara Farronato	“Algorithmic Price Discrimination,” Rachel Cummings, Nikhil Devanur, Zhiyi Huang and Xiangning Wang	“Learning Market Structure & Consumer Preferences from Search Data: An Application to Hotel Demand Estimation,” Luis Armona, Greg Lewis and Giorgos Zervas	“Discrimination in Online Two-Sided Markets: Effects of Social Bias and Policy Design,” Itai Ashlagi and Faidra Monachou	“Optimizing Assortment Size and Variety in Online Platforms,” Abhinav Sinha, Yash Kanoria, Fanyin Zheng and Zhenyu Lai	“Dynamic Pricing with Online Product Reviews,” Dongwook Shin, Stefano Vaccari and Assaf Zeevi
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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 Industrial Engineering and Operations Research “Combinatorial Financial Options,” David Pennock “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 Amin Saberi, Stanford Management Science and Engineering Garrett van Ryzin, Cornell-Tech and Lyft Hamid Nazerzadeh, USC Marhsall and Uber Hongyao Ma, Harvard Computer Science
	Invited Industry/Academia Session: Social Good Z301 “Reducing Inefficiency in Carbon Auctions with Large Firms,” Kira Goldner, UW Computer Science Irene Lo, Stanford “Subsidy Allocations to Disadvantaged Agents in the Presence of Income Shocks,” Rediet Abebe, Cornell Computer Science Eric Sodomka, Facebook
10:00–10:30am	Break
10:30–11:30am	Plenary Sessions Oberndorf Event Center Catherine Williams, AppNexus/Xandr “State Dependent Control of Ride-Hailing Systems,” Yash Kanoria, Columbia Graduate School of Business
11:30–1:00pm	Invited Industry/Academia Session: Experimentation Oberndorf Event Center (N302) Ruben Lobel, Airbnb: “Reducing Bias in Experiments at Airbnb” Shuchi Chawla, Wisconsin CS: “A/B testing of auctions” Eytan Bakshy, Facebook Stefan Wager, Stanford OIT: “Experimenting in Equilibrium”
	Invited Industry/Academia Session: Fairness Zambrano Building (Z301) Kristian Lum, HRdag Sharad Goel, Stanford Management Science and Engineering Yiling Chen, Harvard Computer Science 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 via Matrix Completion Methods on Time Dependent Data,” Susan Athey, Mohsen Bayati, Guido Imbens 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: Ride Sharing 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, Samitha Samaranyake “Tragedy of the Ride-Hailing,” Shih-Fen Cheng, Ming Hu and Jussi Keppo “Near Optimal Control of a Ride-Hailing Platform via Mirror Backpressure,” Yask Kanoria and Pengyu Qian
4:00–4:30pm	Break
4:30–6:00pm	Plenary Sessions Oberndorf Event Center (N302) Dirk Bergemann, Yale Economics “Machine Learning in Demand Estimation with Long Tail Data,” Fanyin Zheng, GSB Columbia Adam Wierman, Caltech
6:00pm	Conference Ends