

MARKETPLACE INNOVATION WORKSHOP

The Italian Academy, Columbia University

1161 Amsterdam Avenue

Wednesday, June 10, 2015

8:30 am – 6:30 pm

8:30 – 9:00 AM: REGISTRATION

9:00 – 9:15 AM: INTRODUCTION

9:15 – 10:15 AM: SESSION 1: MATCHING MARKETS

Talks: “**Random Matching Markets,**” **Itai Ashlagi**, Assistant Professor of Operations Management, *MIT Sloan School of Management*,

“**Course Match: A Large-Scale Implementation of Approximate Competitive Equilibrium from Equal Incomes for Combinatorial Allocation,**” **Gerard Cachon**, Fred R. Sullivan Professor of Operations and Information Management, *The Wharton School of Business*

10:15 – 10:30 AM: BREAK

10:30 – 12:00 PM: SESSION 2: FINANCIAL MARKETS

Talks: “**Market Fragmentation,**” **Rakesh Vohra**, George A. Weiss and Lydia Bravo Weiss University Professor, *University of Pennsylvania*

“**The High-Frequency Trading Arms Race: Frequent Batch Auctions as a Market Design Response,**” **Eric Budish**, Associate Professor of Economics, *University of Chicago, Booth School of Business*

“**The Welfare Analysis of Dark Pools,**” **Ciamac C. Moallemi**, Barbara and Meyer Feldberg Associate Professor, *Columbia Business School*

12:00 – 1:30 PM: LUNCH

1:30 – 2:30 PM: **SESSION 3: SOCIAL NETWORKS**
Talks: **“Managing Service Systems in the Presence of Social Networks,” Gad Allon,** Professor of Managerial Economics and Decision Sciences, *Kellogg School of Management*

“Incentivizing Effort with Status Rewards,” Nicole Immorlica, Researcher, *Microsoft*

2:30 – 2:45 PM: BREAK

2:45 – 3:45 PM: **SESSION 4: CROWDSOURCING MARKETS**
Talks: **“The Hidden Cost of Accommodating Crowdfunder Privacy Preferences: A Randomized Field Experiment,” Anindya Ghose,** Professor of IT and Professor of Marketing, *NYU Stern School of Business*

“Bike-Share Systems: Accessibility and Availability,” Karan Girotra, Associate Professor of Technology and Operations Management, *INSEAD*

3:45 – 4:15 PM: **BREAK**

4:15 – 5:15 PM: **SESSION 5: MEDIA MARKETS**
Talks: **“Deals or No Deals: Contract Design for Selling Online Advertising,” Hamid Nazerzadeh,** Assistant Professor of Data Sciences and Operations, *Marshall School of Business*

“Reconfiguring the Online News Market,” Assaf Zeevi, Kravis Professor of Business, *Columbia Business School*

5:15 – 5:30 PM: BREAK

5:30 – 6:30 PM: **EDITOR’S PANEL: WHAT ARE THE PROSPECTS OF MARKETPLACE INNOVATION IN MS**

Gerard Cachon (Fred R. Sullivan Professor of Operations and Information Management, *The Wharton School of Business*)

Stephen Graves (Abraham J. Siegel Professor of Management Science, *MIT Sloan School of Management*)

Garrett van Ryzin (Paul M. Montrone Professor of Decision, Risk, and Operations, *Columbia Business School*)