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*

“In Bike-Share Systems: Accessiblity 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*)