

# Dana G. Popescu

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## Current position

Since 2017 Associate Professor of Business Administration, Darden School of Business, University of Virginia.

## Past Employment

2009-2017 Assistant Professor of Technology and Operations Management, INSEAD.  
2008 Course Instructor, New York University, New York, NY.  
2007-2008 Researcher, RSG Systems, New York, NY.

## Education

2006-2009 New York University

- PHD in Operations Management (*Dissertation: Revenue management with Forward and Spot Trading*)
- MA in Operations Management

2003-2006 University of Pittsburgh

- *Doctoral Candidate in Operations and Decision Sciences*

1999-2003 Bucharest University of Economic Studies

- BA in Finance

## Research Interests

*Pricing and Revenue Management • Demand Forecasting • Supply Chain Management*

## Publications & Working Papers

### JOURNAL ARTICLES

- [1] Gaba, A., **Popescu, D.G.** and Z. Chen. 2019. Assessing Uncertainty from Point Forecasts. *Management Science* 65 (1): 90-106.
- [2] **Popescu, D.G.** and P. Crama. 2016. Ad Revenue Optimization in Live Broadcasting. *Management Science*. 62 (4): 145-1164.
- [3] Jain, N., Hasija, S., and **D.G. Popescu**. 2013. Optimal Contracts for Outsourcing of Repair and Restoration Services. *Operations Research*. 61 (6): 1295-1311.
- [4] **Popescu, D.G.** and S. Seshadri. 2013. Demand Uncertainty and Excess Supply in Commodity Contracting. *Management Science*. 59 (9): 2135-2152.
- [5] Tadikamalla, P.R., Banciu, M., and **D.G. Popescu**. 2008. An improved range chart for normal and long-tailed symmetrical distributions (Technical Note). *Naval Research Logistics* 55: 91-99.
- [6] Tadikamalla and **D.G. Popescu**. 2007. Kurtosis Correction Method for  $\bar{X}$  and R Control Charts for Long-Tailed Symmetrical Distributions. *Naval Research Logistics*. 54: 371-383.

## BOOK CHAPTERS

- [7] S. Seshadri and **D.G. Popescu**. 2008. Inventory Management in the E-Commerce Environment. *The Handbook of Technology Management*. New York, NY: John Wiley & Sons.

## CASES

- [8] Yildiz, O., **Popescu, D.G.**, Goldberg, R. 2020. Coworking in Scott's Addition: Capacity and Pricing Strategy (A). Case Number: OM-1694.
- [9] Yildiz, O., **Popescu, D.G.**, Goldberg, R. 2020. Coworking in Scott's Addition: Capacity and Pricing Strategy (A) and (B) (TN). Case Number: OM-1694TN.
- [10] Yildiz, O., **Popescu, D.G.**, Goldberg, R. 2020. Coworking in Scott's Addition: Capacity and Pricing Strategy (A) (SPREADSHEET). Case Number: OM-1694X.
- [11] Yildiz, O., **Popescu, D.G.**, Goldberg, R. 2020. Coworking in Scott's Addition: Capacity and Pricing Strategy (B). Case Number: OM-1695.
- [12] Yildiz, O., **Popescu, D.G.**, Goldberg, R. 2020. Coworking in Scott's Addition: Capacity and Pricing Strategy (B) (SPREADSHEET). Case Number: OM-1695X.

## MANUSCRIPTS UNDER REVIEW

- [13] **D.G. Popescu**. 2016. Re-pricing Algorithms for E-Commerce. Preparing revision for *Management Science*.

## WORK IN PROGRESS

- [14] **D.G. Popescu** and O. Yildiz. 2018. Pricing of Access Services.

## Conference Presentations

### *"Pricing of Access Services"*

- 2018 *INFORMS Annual Meeting*, Phoenix, AZ.
- 2018 *POMS Annual Meeting*, Houston, TX

### *"Re-pricing Algorithms for E-Commerce"*

- 2016 *INFORMS Annual Meeting*, Nashville, TN.
- 2014 *POMS Annual Meeting*, Washington DC.
- 2013 *INFORMS Annual Meeting*, San Francisco, CA.

### *"Combining Subjective Forecasts: Individual vs. Group Judgment"*

- 2013 *INFORMS M&SOM*, Fontainebleau, France.

### *"Advertising Revenue Optimization in Live Television Broadcasting"*

- 2012 *INFORMS Annual Meeting*, Phoenix, AZ.

### *"Demand Uncertainty and Excess Supply in Commodity Contracting"*

- 2012 *INFORMS M&SOM*, New York, NY.

### *"Pricing Resources versus Pricing Products in Network Revenue Management"*

- 2012 *INFORMS Revenue Management & Pricing Conference*, ESMT, Berlin.
- 2011 *INFORMS Annual Meeting*, Charlotte, NC.

### *"Revenue Optimization with Dynamic Scheduling and Random Capacity"*

- 2012 *INFORMS Revenue Management & Pricing Conference*, ESMT, Berlin.
- 2011 *INFORMS Revenue Management Pricing Conference*, New York, NY.

- 2010 *INFORMS Annual Meeting, Austin, TX.*  
*“Revenue Management for Ad Sales”*
- 2009 *INFORMS Annual Meeting, San Diego, CA.*  
*“Forward and Spot Prices under Cournot Competition and Stochastic Demand”*
- 2009 *POMS Conference, Orlando, FL.*
- 2008 *INFORMS Annual Meeting, Washington, DC.*  
*“Kurtosis Correction Method for  $\bar{X}$  and R Control Charts for Long-Tailed Symmetrical Distributions”*
- 2007 *INFORMS Annual Meeting, Seattle, WA.*

## Invited Talks

- 2017 Darden School of Business, University of Virginia
- 2016 National University of Singapore
- 2016 Georgia Tech
- 2016 University of Chicago
- 2016 London Business School
- 2015 New York University
- 2015 University of California, Los Angeles
- 2009 INSEAD
- 2009 National University of Singapore
- 2009 Singapore Management University

## Teaching

### Undergraduate

- 2008 Competitive Advantage from Operations, New York University.

### PhD

- 2009-2015 Optimization, INSEAD.
- 2011-2016 Modeling Workshop, INSEAD.

### MBA

- 2020-2021 Pricing Analytics, elective, Darden School of Business.
- 2018 Data Analysis and Optimization, elective, Darden School of Business.
- 2018-2020 Decision Analysis II, core course, Darden School of Business.
- 2017-2021 Decision Analysis I, core course, Darden School of Business.
- 2010-2016 Process and Operations Management, core course, INSEAD.
- 2013 Dynamic Pricing and Revenue Management, elective course, INSEAD.
- 2014-2016 Pricing Analytics, elective course, INSEAD.

### Executive Programs

- 2015 Axiata Leadership for Finance, INSEAD (company specific program)
- 2015 Advanced Management Programme, INSEAD (flagship senior executive open-enrollment program)
- 2018 Managing Risk in Federal Acquisitions Program, Darden School of Business.

### Other

- 2019, 2020 Business Analytics, Accelerated Master’s Program in System Engineering, University of Virginia.

## Service

Reviewer for *Operations Research, Management Science, Manufacturing & Service Operations Management, Journal of Revenue and Pricing Management, Transportation Science, Production and Operations Management, OR Letters, Communications in Statistics.*

- 2020 Judge for the INFORMS 2020 Poster Competition.
- 2019 Program Committee member for the *INFORMS Revenue Management and Pricing Section Conference*, Stanford Graduate School of Business, CA.
- 2017 Co-Chair of the *Revenue Management and Pricing Cluster* at the 2017 *INFORMS Annual Meeting*.
- 2010-2015 Editorial Board: *Journal of Revenue and Pricing Management*.
- 2015-2017 Board Member of *INFORMS Revenue Management and Pricing Section*.
- 2011-2013 Secretary/Treasurer of *INFORMS Revenue Management and Pricing Section*.

**Session Organizer in Academic Conferences**

- 2015 Revenue Management Cluster, *POMS Conference*, Washington DC.
- 2013 Revenue Management Cluster, *INFORMS Annual Meeting*, Minneapolis, MN.
- 2013 Revenue Management Cluster, *POMS Conference*, Atlanta, Georgia.
- 2012 Revenue Management Cluster, *INFORMS Annual Meeting*, Phoenix, AZ.
- 2011 Revenue Management Cluster, *INFORMS Annual Meeting*, Charlotte, NC.

**Seminar Series Organizer at INSEAD - TOM Department**

- 2014–2016 Europe and Asia Campus.
- 2011 Asia Campus.

**Affiliations**

INFORMS, MSOM, Revenue Management and Pricing Section, Women in OR.