

# 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. 2016. Assessing Uncertainty from Point Forecasts. *Management Science* (Forthcoming).
- [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.

## MANUSCRIPTS UNDER REVIEW

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

## WORK IN PROGRESS

- [10] **D.G. Popescu** and O. Yildiz. 2018. Pricing Models for Service Operations.  
[11] Gaba, A., **Popescu, D.G.** and I. Tsetlin. 2016. Combining Subjective Forecasts: Individual vs. Group Judgment.

## Conference Presentations

- 2016 *"Re-pricing Algorithms for E-Commerce"*  
INFORMS Annual Meeting, Nashville, TN.
- 2014 POMS Annual Meeting, Washington DC.
- 2013 INFORMS Annual Meeting, San Francisco, CA.
- 2013 *"Combining Subjective Forecasts: Individual vs. Group Judgment"*  
INFORMS M&SOM, Fontainebleau, France.
- 2012 *"Advertising Revenue Optimization in Live Television Broadcasting"*  
INFORMS Annual Meeting, Phoenix, AZ.
- 2012 *"Demand Uncertainty and Excess Supply in Commodity Contracting"*  
INFORMS M&SOM, New York, NY.
- 2012 *"Pricing Resources versus Pricing Products in Network Revenue Management"*  
INFORMS Revenue Management & Pricing Conference, ESMT, Berlin.
- 2011 INFORMS Annual Meeting, Charlotte, NC.
- 2012 *"Revenue Optimization with Dynamic Scheduling and Random Capacity"*  
INFORMS Revenue Management & Pricing Conference, ESMT, Berlin.
- 2011 INFORMS Revenue Management Pricing Conference, New York, NY.
- 2010 INFORMS Annual Meeting, Austin, TX.
- 2009 *"Revenue Management for Ad Sales"*  
INFORMS Annual Meeting, San Diego, CA.
- 2009 *"Forward and Spot Prices under Cournot Competition and Stochastic Demand"*  
POMS Conference, Orlando, FL.
- 2008 INFORMS Annual Meeting, Washington, DC.
- 2007 *"Kurtosis Correction Method for X bar and R Control Charts for Long-Tailed Symmetrical Distributions"*  
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

2018 Decision Analysis II, core course, Darden School of Business.  
 2017 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)

## 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.*

2010-2015 Editorial Board: *Journal of Revenue and Pricing Management.*  
 2017 Co-Chair of the *Revenue Management and Pricing Cluster* at the 2017 INFORMS Annual Meeting.  
 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.