

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.
- [13] **Popescu, D.G.**, Goldberg, R. 2022. TV Advertising Pricing at Regional Broadcast Network Case Number: QA-1763.
- [14] **Popescu, D.G.**, Boatright, B. 2022. Demand Unconstraining Methods. Case Number: QA-0934.
- [15] **Popescu, D.G.**, Boatright, B. 2022. Demand Estimation using Willingness-to-Pay Data

WORKING PAPERS

- [16] **D.G. Popescu** and R. Freeman. 2023. To Waitlist or Not to Waitlist: How to Manage Transient High Demand?
- [17] **D.G. Popescu** and O. Yildiz. 2018. Pricing of Access Services.
- [18] **D.G. Popescu**. 2018. Re-pricing Algorithms for E-Commerce.

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 X bar 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

- 2020-2023 Pricing Analytics, elective, Darden School of Business.
 2018 Data Analysis and Optimization, elective, Darden School of Business.
 2018-2023 Decision Analysis II, core course, Darden School of Business.
 2017-2022 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.

MSBA

- 2021-2023 Enterprise Analytics: Decision Analysis Statistics, Joint Program Darden School of Business McIntire School of Commerce.

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.