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The 3rd POMS Applied Research Challenge 2018 Awards

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The 3rd POMS Applied Research Challenge (POMS ARC) took place at the annual POMS meeting in Houston. The POMS ARC is a biennial initiative that was launched in October 2012. Its objective is to encourage POMS members – faculty and students – to conduct rigorous applied research that is relevant and innovative. Applied research is understood as academic work that meets the following requirements:

1. The work involves a real operation;
2. The problem is new or not well-solved;
3. The problem requires some innovative ideas to solve it;
4. The paper makes a convincing case of its relevance to practice; and
5. The paper could eventually be published in a journal like POM or similar.

The 3rd POMS ARC was chaired by Felipe Caro (UCLA Anderson School of Management) with the support of past POMS President Christopher Tang (UCLA Anderson School of Management). The POMS ARC had two review panels: the Practitioner Judge Panel formed by distinguished POMS practitioners and the Academic Panel formed by academics with a track record in applied research. The members of the Practitioner Judge Panel were: Corey Billington (e3 Associates), Srinivas Bollapragada (GE Global Research), and Dino Petrarolo (CCI Inc.). The members of the Academic Panel were: Feryal Erhun (Cambridge Judge Business School), Nagesh Gavirneni (Cornell University), ManMohan Sodhi (City University London), and Felipe Caro (UCLA).

There were more than 35 paper submissions, which went through a two-step review process. First, the Academic Panel selected three finalists. Then, the finalists were invited to present their work at the 2018 POMS Annual Meeting Conference in Houston where the Practitioner Judge Panel selected the winner based on the following criteria: (i) financial benefit; (ii) scalability to other industries and domains; (iii) managerial usability; and (iv) elegance, clarity, and depth of insight. All the finalists will publish an extended abstract of their work in the POM journal. The first prize was accompanied by a \$2,000 honorarium.

The 2018 prize winners of the 3rd POMS Applied Research Challenge are as follows:

First Prize

Leveraging Comparables for New Product Sales Forecasting

Lennart Baardman, MIT OR Center

Igor Levin, Johnson & Johnson Consumer Companies Inc.

Georgia Perakis, MIT Sloan School of Management

Divya Singhvi, MIT OR Center

Finalists

How Does Dynamic Pricing Affect Customer Behavior on Retailing Platforms?

Evidence from a Large Randomized Experiment on Alibaba

Dennis Zhang, WUSTL Olin Business School

Lingxiu Dong, WUSTL Olin Business School

Hengchen Dai, UCLA Anderson School of Management

Xiaofei Liu, Alibaba Group

Nannan Zhang, Alibaba Group

Minimizing Multimodular Functions and Allocating Capacity in Bike-Sharing Systems

Daniel Freund (Cornell University)

Shane G. Henderson (Cornell University)

David B. Shmoys (Cornell University)