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Columbia Business School
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3022 Broadway
New York, NY 10027

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Employment Barbara and Meyer Feldberg Associate Professor of Business, 2009 – Present
Associate Professor, 2007 – 2008
Assistant Professor, 2002 – 2007
Columbia Business School, New York, NY

Education Ph.D. Business Administration, 2002
Fuqua School of Business, Duke University, Durham, NC

M.Eng. Operational Research and Industrial Engineering, May 1992
Cornell University, Ithaca, NY

B.Sc. Industrial Engineering and Management (Cum Laude), July 1990
Technion, the Israeli Institute of Technology, Haifa, Israel

Research Interests Marketing - Manufacturing interface, Distribution Channels, Marketing of Durable Goods

Honors and Awards

2006	Runner-up POMS Wickham Skinner best unpublished paper award
1997-2002	Doctoral Fellowship, Fuqua School of Business
2000	INFORMS Doctoral Consortium
1992	Silent Haist Master's Thesis Prize Cornell University
1990	Safety, Ergonomic and Business Hygiene Prize from the Israel's Commission for Preventative Action and Health Research in the Workplace
1987, 1989	Dean's List, Technion, the Israel Institute of Technology, Haifa, Israel

- Publications** “Package Size Decisions” Co-authored with Rajeev Kohli and Ricardo Montoya, Forthcoming *Management Science*.
- “Forward Buying by Retailers” Co-authored with Preyas Desai and Devavrat Purohit, Forthcoming *Journal of Marketing Research*.
- “easyJet Pricing Strategy: Should Low-Fare Airlines Offer Last-Minute Deals?”, Co-authored with Eitan Muller and Naufel J. Vilcassim, (2008), *Quantitative Marketing and Economics*, 6 (3), 279-297.
- “How Should a Firm Manage Deteriorating Inventory?” Co-authored with Mark Ferguson, (2007) *Production and Operations Management* 16 (3), 306-321, (Runner-up POMS Wickham Skinner Best unpublished paper award).
- “Research Note: The Role of Production Lead Time and Demand Uncertainty in Durable Goods Market”, Co-authored with Preyas Desai and Devavrat Purohit (2007) *Management Science*. 53 (1), 150-158.
- “Strategic Decentralization and Channel Coordination”, Co-authored with Preyas Desai and Devavrat Purohit (2004), *Quantitative Marketing and Economics*, 2 (1), 5-22. (Lead article).
- Working Papers** “The Lives of Durable Goods” Co-authored with Rajeev Kohli and Ricardo Montoya, **conditionally accepted** to *Marketing Science*
- “Lead-Time, Uncertainty, and Channel Decision Making” Co-authored with Eyal Biyalogorsky. Under Review.
- “Modeling Multiple Relationships in Online Social Networks”, Co-authored with Asim Ansari and Florian Stahl. Under Review.
- “High-Low or Low-High: Product Line Introduction Strategies”, Co-authored with Eyal Biyalogorsky. Under Review.
- “Pay-As-You-Wish Pricing” Co-authored with Yuxin Chen and John Zhang.
- “The Effect of Uncertainty on Mobile Phone Package Size and Subscribers Choice” Co-authored with Raghuram Iyengar and Eitan Muller.
- “How Much Should be Free? Optimal Sampling of Information Goods”, Co-authored with Don Lehmann and Florian Stahl. Under Review.
- “Coordinating Channels for Durable Goods: The Impact of Competing Secondary Markets”, Co-authored with Preyas Desai and Devavrat Purohit. A long abstract was published in [Review of Marketing Science](#).

**Work in
Progress**

“Durable Goods Incentives Under Uncertain Demand”.

“The Way Music Died: The Effects of Retail Competition on Variety” Co-authored with Paris Cleanthous and Eitan Muller.

“Green Marketing” Co-authored with Rajeev Kohli and Ricardo Montoya.

**Conference
Talks**

“Inventorying Durable Goods Under Uncertain Demand”, (Co-authored with Preyas Desai and Devavrat Purohit) Marketing Science conference at Los Angeles, California, June 2000.

“Inventorying Durable Goods Under Uncertain Demand”, (Co-authored with Preyas Desai and Devavrat Purohit) INFORMS conference at San Antonio, Texas, November 2000.

“Coordinating Channels for Durable Goods: The Impact of Competing Secondary Markets”, (Co-authored with Preyas Desai and Devavrat Purohit) INFORMS conference, San Antonio, Texas, November 2001.

“Coordinating Channels for Durable Goods: The Impact of Competing Secondary Markets”, (Co-authored with Preyas Desai and Devavrat Purohit) Marketing in Israel conference, Tel Aviv & Jerusalem, January 2002 (Invited).

“Production, Sales and Inventories Under Uncertain Demand: The Effect of Product Durability”, (Co-authored with Preyas Desai and Devavrat Purohit) Columbia Marketing Camp, Arden Homestead, NY, May 2002.

“Durable Goods Channel Under Uncertain Demand”, (Co-authored with Preyas Desai and Devavrat Purohit) Marketing Science conference at the University of Alberta, Edmonton, Canada, June 2002.

“Inventory Decisions Considering Product Quality and Intra-Company Competition”, (Co-authored with Mark Ferguson) MSOM conference at Cornell University, Ithaca, NY, June 2002 (Invited).

“Production, Sales and Inventories Under Uncertain Demand: The Effect of Product Durability”, (Co-authored with Preyas Desai and Devavrat Purohit) Marketing Science conference at the Maryland University, College Park, MD, June 2003.

Invited to be Discussant in the Summer Institute in Competitive Strategy, Haas School of Business, University of California, Berkeley, CA, June 2003 (Invited).

“Durable Goods Channel Under Uncertain Demand”, (Co-authored with Preyas Desai and Devavrat Purohit) INFORMS conference at Atlanta, Georgia, October 2003.

“easyJet[®] Airlines: Small, Lean and with Prices that Increases over Time” (Co-authored with Eitan Muller and Naufel J. Vilcassim) Marketing in Israel conference, Tel Aviv & Jerusalem, December 2003.

“easyJet[®] Airlines: Small, Lean and with Prices that Increases over Time” (Co-authored with Eitan Muller and Naufel J. Vilcassim) Marketing Science conference in Rotterdam, June 2004.

“Lead-Time, Uncertainty, and Channel Decision Making” (Co-authored with Eyal Biyalogorsky) Marketing Science conference in Rotterdam, June 2004.

“Lead-Time, Uncertainty, and Channel Decision Making” (Co-authored with Eyal Biyalogorsky), Summer Institute in Competitive Strategy, Haas School of Business, University of California, Berkeley, CA, June 2004 (Invited).

“The Way Music Died: The Effects of Retail Competition on Variety” (Co-authored with Paris Cleanthous and Eitan Muller) 4th Marketing in Israel conference, Tel Aviv & Jerusalem, Israel, December 2004 (Invited).

“Forward Buying, Inventory, and Channel Coordination” (Co-authored with Preyas Desai and Devavrat Purohit) Marketing Science conference at Emory University, Atlanta, GA, June 2005.

“Lead-Time, Uncertainty, and Channel Decision Making” (Co-authored with Eyal Biyalogorsky), INFORMS conference at San Francisco, California, November 2005.

“Lead-Time, Uncertainty, and Channel Decision Making” (Co-authored with Eyal Biyalogorsky), The Future of Distribution Channels Modeling, Wharton School, University of Pennsylvania at Philadelphia, PA, May 2006 (Invited).

“High-Low or Low-High: Product Line Introduction Strategies” (Co-authored with Eyal Biyalogorsky), Marketing Science conference at University of Pittsburgh, Pittsburgh, PA, June 2006.

“High-Low or Low-High: Product Line Introduction Strategies” (Co-authored with Eyal Biyalogorsky), 21st European Conference of Operations Research, Reykjavik, Iceland, July 2006.

“High-Low or Low-High: Product Line Introduction Strategies” (Co-authored with Eyal Biyalogorsky), INFORMS, Pittsburgh, PA, November 2006.

“High-Low or Low-High: Product Line Introduction Strategies” (Co-authored with Eyal Biyalogorsky), 6th Marketing in Israel conference, Tel Aviv & Jerusalem, Israel, December 2006 (Invited).

“The Way Music Died: The Effects of Retail Competition on Variety” (Co-authored with Paris Cleanthous and Eitan Muller) Marketing Science conference Singapore, June 2007.

“Product Size Decision” (Co-authored with Rajeev Kohli and Ricardo Montoya) Marketing Science conference Singapore, June 2007.

“High-Low or Low-High: Product Line Introduction Strategies” (Co-authored with Eyal Biyalogorsky), University of Texas Dallas conference, Richardson, Texas, February 2008 (Invited).

“The Life of Durables” (Co-authored with Rajeev Kohli and Ricardo Montoya) Marketing Science conference Vancouver Canada, June 2008.

“Modeling Multiple Relationships in Online Social Networks” (Co-authored with Asim Ansari and Florian Stahl) Marketing Science conference Vancouver Canada, June 2008.

“Modeling Multiple Relationships in Online Social Networks” (Co-authored with Asim Ansari and Florian Stahl) New York Computer Science and Economics Day conference New York, October 2008.

“Forward Buying in Competitive Market (Co-authored with Preyas Desai and Devavrat Purohit) Special session in INFORMS conference Washington DC, October 2008.

“Modeling Connection Structure in Online Social Networks” (Co-authored with Asim Ansari and Florian Stahl) Wharton Interactive Media Initiative’s Conference on Modeling Social Network Data, Philadelphia, PA, January 2009.

“The Death of a Relationship” (Co-authored with Asim Ansari and Florian Stahl) Marketing Science conference Ann Arbor MI, US, June 2009.

Industry Experience Delek Himum (Delek Group), Ltd., Tel-Aviv, Israel
President, August 1994 – July 1997

Evashkovsky, Ltd. (energy company), Holon, Israel, 1985-1994
Vice President, Sales and Logistics, 1992-1994
Operations Manager, 1990-1991

Presentations at Universities Georgia Institute of Technology – 2000
Pennsylvania State University - 2001
Washington University, St. Louis - 2001
Northwestern University (Engineering) - 2001
Michigan University -2001
University of North Carolina at Chapel Hill - 2001
Tulane University - 2001
Carnegie Mellon University - 2001
Harvard University - 2001
Columbia University - 2001

UCLA - 2001
 Northwestern University (Kellogg) - 2001
 Columbia Marketing Camp - 2002
 Duke University - 2002
 Massachusetts Institute of Technology - 2003
 Hebrew University – 2003
 Hebrew University – 2004
 Interdisciplinary Center, Hertzelia Israel – 2004
 Washington University, St. Louis – 2005
 University of Chicago – 2006
 University of California Davis – 2007
 Ben-Gurion University – 2007
 University Of Virginia (Darden School of Business) – 2007
 UCLA – 2008
 Wharton - 2009
 Ludwig Maximilian University, Munich, Germany – 2009
 Volkswagen (workshop), Wolfsburg, Germany – 2009
 University of Zurich, Switzerland – 2009
 London Business School – 2009
 University of Chile - 2009

Editorial Board Journal of Production and Operations Management: 2003 –
 Marketing Science: 2007 –

Reviewing Management Science,
 Quantitative Marketing and Economics,
 Marketing Science,
 Journal of Marketing Research,
 Journal of Retailing,
 Marketing Letters,
 Review of Marketing Science,
 Operation Research,
 Manufacturing Services and Operations Management,
 Production and Operations Management,
 IEEE Transaction on Engineering Management,
 Naval Research Logistics,
 European Journal of Operation Research,
 Manufacturing Services and Operations Management Conference (2006, 2007).

Ph.D. Committees Yunchuan Liu (Columbia University, Marketing Department) – Committee Member (University of Illinois Urbana-Champaign)

Qian Liu (Columbia University, DRO department) — Committee Member (The Hong Kong University of Science and Technology)

Renana Peres (Tel Aviv University, Marketing department) — Reader (Hebrew University in Jerusalem)

Ron Shalev (Columbia University, Accounting department) — Committee

Member (Washington University in St. Louis)

John Voiklis (Columbia University, Teacher College) Committee Member

Wei Ke (Columbia University, DRO department) — Committee Chair

Membership American Marketing Association
Institute for Operations Research and Management Science

Service Columbia Business School Computing Committee: 2004 – 2008
Head of Ph.D. Committee: 2009 –
Ph.D. Committee: 2006 –
Marketing Core Coordinator: 2008/2009