

## ODED KOENIGSBERG

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**Employment**     *London Business School, London, UK, 2012 - Present*  
Deputy Dean (Degree Education and Digital Learning), 2024 - 2025  
Executive Dean, Dubai, 2023 -  
Marketing Department Chair, 2023 - 2024  
Deputy Dean (Degree Education), 2019 - 2022  
Academic Director, 2018 - 2019  
Professor (previously, London Business School Term Associate Professor of  
Marketing, Associate Professor of Marketing)

*Columbia Business School, New York, NY, 2002 - 2012*  
Barbara and Meyer Feldberg Associate Professor of Business  
(previously, Associate Professor, Assistant Professor)

**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**     Pricing, Marketing - Manufacturing interface, Durable goods and Sustainability.

**Managerial  
Papers and  
Books**     Bender M., M. Bertini, O. Koenigsberg and R Waiser (2026) "When Tipping Becomes  
a Customer Experience Problem," *Harvard Business Review Digital (January)*.

Bertini M., O. Koenigsberg and T. Snelgrove (2024), "Acing Value-Based Sales,"  
*Sloan Management Review, Spring*.

Bertini M. and O. Koenigsberg (2024), "Dynamic Pricing Doesn't Have to Alienate  
Your Customers," *Harvard Business Review Digital (May)*.

Koenigsberg Oded (2023), "New Threats to the Subscription Model," *Sloan  
Management Review, Spring, 5-7*.

Koenigsberg Oded (2022), "3 Strategic Options to Deal with Inflation," *Harvard  
Business Review Digital (January)*.

Bertini M. and O. Koenigsberg (2021), "The Pitfalls of Pricing Algorithms: Be  
Mindful of How They Can Hurt Your Brand," *Harvard Business Review, 99, 5*

(September - October), 74-83.

Featured in Davenport, Thomas H., Marco Iansiti, Tsedal Neeley, and Ajay Agrawal (2023), HBR's 10 Must Reads on AI, Harvard Business Review Press, Brighton, MA.

Bertini, M. and O. Koenigsberg (2020). *The Ends Game: How Smart Companies Stop Selling Products and Start Delivering Value*. Cambridge: MIT Press.

American Marketing Association Leonard L. Berry Marketing Book Award shortlist, 2021.

Bertini M. and O. Koenigsberg (2020), "Competing on Customer Outcomes," *Sloan Management Review, Fall*, 78-84.

Bertini M. and O. Koenigsberg (2014), "When Customers Help Set Prices," *Sloan Management Review, Summer*, 57-66.

## Academic Papers

Spann M., M. Bertini, O. Koenigsberg, R. Zeithammer, D. Aparicio, Y. Chen, F. Fantini, G Zhe Jin, V. Morwitz, P. Popkowski, M.A. Vitorino, G.Y. Williams and H. Yoo (2025), "Algorithmic Pricing: Implications for Consumers, Managers, and Regulators," *International Journal of Research in Marketing, Forthcoming*.

Kim B., O. Koenigsberg and E. Ofek (2022), "I Don't "Recall": The Decision on Delay Innovation Launch to Avoid Costly Product Failure," *Management Science*, 68 (12), 8889-8908.

Chen Y., O. Koenigsberg and J. Zhang (2022), "Rejoinder on "Erratum on Pay-As-You-Wish Model by Chen et al. (2017)," *Marketing Science*, 41 (3), 658-658.

Bertini, M., D. Halbheer D, and O. Koenigsberg (2020), "Price and Quality Decisions by Self-Serving Managers," *International Journal of Research in Marketing*, 37 (2), 236-257.

Spann M., R. Zeithammer, M. Bertini, E. Haruvy, S. Japp, O. Koenigsberg, V. Mak, P. Popkowski, B. Skiera and M. Thomas (2018), "Beyond Posted Prices: the Past, Present, and Future of Participative Pricing Mechanisms," *Journal of Customer Needs and Solutions*, 5, (1-2), 121-136.

Halbheer D., D. Gartner, E. Gerstner and O. Koenigsberg (2018), "Optimizing Service Failure and Damage Control," *International Journal of Research in Marketing*, 35 (1), 100-115, (IJRM 2018 Finalist for the Best Article Award).

Fibich G., R. Klein, O. Koenigsberg and E. Muller (2017), "Optimal Three-Part Tariff Plans," *Operations Research*, 65 (5), 1177-1189.

Chen Y., O. Koenigsberg and J. Zhang (2017), "Pay-As-You-Wish Pricing," *Marketing Science*, 36(5), 780-791.

Biyalogorsky E. and O. Koenigsberg (2014), "The Design and Introduction of Product Lines When Consumer Valuations Are Uncertain," *Production and Operations Management*, 23 (9), 1539-1548.

Halbheer D., F. Stahl, O. Koenigsberg and D. Lehmann (2014), "Choosing a Digital Content Strategy: How Much Should be Free," *International Journal of Research in Marketing*, 31 (2), 192-206, (IJRM 2014 Best paper award winner).

Yalcin T., E. Ofek, O. Koenigsberg and E. Biyalogorsky (2013), “Complementary Goods: Creating, Capturing and Competing for Value,” *Marketing Science*, 32(4), 554-569.

Lambrecht A., K. Seim, N. Vilcassim, A. Chema, Y. Chen, G. Crawford, K. Hosanagar, R. Iyengar, O. Koenigsberg, R. Lee, E. Miravete and O. Sahin (2012), “Price Discrimination in Service Industries,” *Marketing Letters*, 23, 423-438.

Ansari A., O. Koenigsberg and F. Stahl (2011), “Modeling Multiple Relationships in Social Networks,” *Journal of Marketing Research*, 48 (4), 713-728.

Koenigsberg O., R. Kohli and R. Montoya (2011), “The Lives of Durable Goods,” *Marketing Science*, 30 (1), 111-122.

Biyaogorsky E. and O. Koenigsberg (2010), “Ownership Coordination in a Channel: Incentives, Returns, and Negotiations,” *Quantitative Marketing and Economics*, 8 (4), 461-490.

Koenigsberg O., R. Kohli and R. Montoya (2010), “Package Size Decisions,” *Management Science*, 56 (3), 485-494.

Desai P., O. Koenigsberg and D. Purohit (2010), “Forward Buying by Retailers,” *Journal of Marketing Research*, 47 (1), 90-102.

Koenigsberg O., E. Muller and N. Vilcassim (2008) “easyJet Pricing Strategy: Should Low-Fare Airlines Offer Last-Minute Deals?” *Quantitative Marketing and Economics*, 6 (3), 279-297.

Ferguson M. and O. Koenigsberg (2007), “How Should a Firm Manage Deteriorating Inventory?” *Production and Operations Management* 16 (3), 306-321, (Runner-up POMS Wickham Skinner Best unpublished paper award).

Desai P., O. Koenigsberg and D. Purohit (2007), “The Role of Production Lead Time and Demand Uncertainty in Durable Goods Market,” *Management Science*, 53 (1), 150-158.

Desai P., O. Koenigsberg and D. Purohit (2004), “Strategic Decentralization and Channel Coordination,” *Quantitative Marketing and Economics*, 2 (1), 5-22, (Lead article).

### **Working Papers**

Kim B., O. Koenigsberg, D. Lauga and E. Ofek, “How Low Should You Go? Minimum Viable Product Strategy with Dynamic Learning.” *Under review*.

### **Work in Progress**

Bertini M., O. Koenigsberg and E. Ofek, “Pay Back: Turning Customer Value into Lasting Revenue”

Biyaogorsky E., M. Bertini and O. Koenigsberg, “Pricing Services”.

Raz G. and O. Koenigsberg, “A Retailer’s Assortment Decision Under Stochastic Demand”.

Kostami V. and O. Koenigsberg, “Managing Retention and Acquisition in Customer-Intensive Services”

**Cases and Teaching Materials**

“TreasureTress: A journey to natural hair”, (Co-authored with Dafna Goor and Lucy Beauchamp), London Business School Case 23-022, October 2023.

“Joy4Home Brands: Pricing Matters”, (Co-authored with Elie Ofek and Marco Bertini), Harvard Business Case 9-523-709, September 2022.

“HP Instant Ink: (Self) Disrupting the Consumer Printing Market”, (Co-authored with Elie Ofek, Marco Bertini and George Gonzalez), Harvard Business Case 521-016, September 2021.

“NiPay’s Pricing Conundrum”, (Co-authored with Marco Bertini), London Business School Case 21-006, August 2021.

“Pearson: Efficacy 2.0”, (Co-authored with Elie Ofek, Marco Bertini and James Weber), Harvard Business Case 521-012, January 2021.

“Twisterden: Pricing a go-to-market strategy”, (Co-authored with Marco Bertini), London Business School Case 20-023, November 2020.

“Holaluz: Taking on the Spanish Energy Market”, (Co-authored with Elie Ofek, Marco Bertini, Elena Corsi and Emer Moloney), Harvard Business Case 521-045, November 2020.

“SenseAim Technology: Pricing to Win”, (Co-authored with Elie Ofek, Eyal Biyalogorsky and Marco Bertini), Harvard Business Exercise 521-049, October 2020.

“Pricing at Netflix”, (Co-authored with Elie Ofek, Marco Bertini and Amy Klöpfenstein), Harvard Business Case 521-004, July 2020.

“Given Imaging Pricing a New Technology”, (Co-authored with Asim Ansari), Columbia Business School CaseWork, December 2010.

**Editorial Board**

Journal of Production and Operations Management (SE): 2003 –  
Journal of Retailing: 2013 (AE) –  
Customer Needs and Solutions (CNS): 2014 –  
Marketing Science (Guest AE): 2007 – 2021  
International Journal of Research in Marketing (AE): 2012 – 2019

**Reviewing**

Management Science (Guest AE),  
Quantitative Marketing and Economics,  
Marketing Science (Guest AE),  
Journal of Marketing Research,  
International Journal of Research in Marketing (AE; 2012-2015),  
Journal of Retailing,  
Marketing Letters,  
Review of Marketing Science,  
Operation Research,  
Manufacturing Services and Operations Management,  
Production and Operations Management (SE),  
IEEE Transaction on Engineering Management,  
Naval Research Logistics,  
European Journal of Operation Research,  
Manufacturing Services and Operations Management Conference (2006, 2007),  
Journal of Economics & Management Strategy.

**Service*****London Business School,***

Deputy Dean (Degree Education): 2019 – 2022, 2024 – 2025  
Executive Dean, Dubai: 2023 –  
Marketing Department Chair: 2023 –  
Academic Director (MBA, MiM, MAM and GEMBA programs): 2018 – 2019  
Head of Ph.D. Committee: 2012 – 2015  
Head of Recruiting Committee: 2012, 2013, 2015, 2018  
Tenure and Three- and Five-Years Performance Reviews committees:  
2012, 2015, 2023, 2024  
Member of the School Appointments Sub-Committee: 2014 – 2015  
Full-Time MBA Programme Internal Review Committee: 2015  
EMBA-Global Programme Review Committee: 2017 – 2018

***Columbia University,***

Head of Ph.D. Committee: 2009 – 2010  
Ph.D. Committee: 2006 – 2010  
Marketing Core Coordinator: 2008 – 2009  
Columbia Business School Computing Committee: 2004 – 2010

**Presentations  
at Universities**

Georgia Institute of Technology – 2000  
Pennsylvania State University - 2001  
Washington University, St. Louis - 2001  
Northwestern University (Engineering) - 2001  
University of Michigan, Ann Arbor -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, Jerusalem, Israel – 2003  
Hebrew University, Jerusalem, Israel – 2004  
Interdisciplinary Center, Hertzelia Israel – 2004  
Washington University, St. Louis – 2005  
University of Chicago – 2006  
University of California Davis – 2007  
Ben-Gurion University, Beer Sheva, Israel – 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, Zurich, Switzerland – 2009  
London Business School – 2009  
University of Chile, Santiago, Chile – 2009  
Carnegie Mellon University – 2011  
Duke University – 2011  
Northwestern University (Kellogg) – 2011  
Interdisciplinary Center, Hertzelia Israel – 2011  
Bar Ilan University, Israel – 2011  
INSEAD Summer Camp– 2012

London Business School Summer Camp – 2012  
 Koc University, Turkey – 2012  
 Washington University, St. Louis – 2013  
 University of Cambridge, Judge Business School Summer Camp – 2013  
 Ben-Gurion University, Beer Sheva, Israel – 2014  
 University of Washington, Marketing Camp – 2016  
 University of Hamburg, Marketing Camp, Hamburg, Germany – 2016  
 Ludwig Maximilian University, Munich, Germany – 2016  
 ESMT, Berlin, Germany – 2017  
 ESADE Business School Summer Camp, Barcelona, Spain – 2017  
 Inaugural Pricing Symposium, LBS, London - 2017  
 Frankfurt School of Finance and Management, Marketing Research Camp – 2017  
 Adam Mickiewicz University, Poznan, Poland - 2018  
 University of Mannheim, Germany – 2018  
 Zero Decade Marketing Theory Symposium, UCLA – 2019  
 Rutgers Business School – 2021  
 Tel Aviv University – 2021  
 Berkeley University (SICS) – 2021  
 University College London (UCL) – 2022  
 Imperial College London – 2024

**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 (Brown  
 University)  
*Woonam Hwang* (London Business School, Management Science and Operations  
 department) — Committee Chair  
*Wei Ke* (Columbia University, DRO department) — Committee Chair  
*Taylan Yalcin* (Harvard Business School) — Committee Member (Chapman  
 University)  
*Yiangos Papanastasiou* (London Business School, Management Science and  
 Operations department) — Committee Chair (University of California Berkeley)  
*Shyam Mohan* (London Business School, Management Science and Operations  
 department) — Committee Chair (University of Manchester)  
*Naireet Ghosh* (London Business School, Management Science and Operations  
 department) — Committee Chair  
 Seyed Seyed Ghafouri (London Business School, Marketing)