

ODED KOENIGSBERG

London Business School
R238
Regent's Park
London, NW1 4SA

Office: (44-20) 7000-8611
Fax: (44-20) 7000-8601
Email: okoenigsberg@london.edu

- 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** 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.

Papers

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.

Biyalogorsky 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.”

Spann M., M. Bertini, O. Koenigsberg, R. Zeithammer, D., Aparicio, Y., Chen, F., Fantini, G., Jin, V., Morwitz, P., Popkowski Leszczyc, M., Vitorino, G., Yalcin and H. Yoo, “Algorithmic Pricing: Implications for Consumers, Managers and Regulators.

Work in Progress

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”.

Biyalogorsky E., M. Bertini and O. Koenigsberg, “Pricing 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 Bialogorsky and Marco Bertini), Harvard Business Exercise 521-049, October 2020.

“Pricing at Netflix”, (Co-authored with Elie Ofek, Marco Bertini and Amy Klopfenstein), 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,***

Executive Dean, Dubai: 2023 –
Marketing Department Chair: 2023 –
Deputy Dean (Degree Education): 2019 – 2022
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