

# Borja Apaolaza

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## EDUCATION

**The Wharton School, University of Pennsylvania**, Philadelphia, PA

- Ph.D. in Operations Management

2021 – 2026 (Exp.)

Dissertation Committee: Santiago Gallino, Gérard P. Cachon, Antonio Moreno

**Universidad de Navarra**, San Sebastián, Spain

- M.S. in Industrial Engineering

2017 – 2019

- B.S. in Industrial Engineering

2013 – 2017

## RESEARCH INTERESTS

Retail and Platform Operations; Circular Economy; Pricing; Supply Chain Management; Empirical OM.

## PUBLICATION

- [P1] **The Value of Online Interactions for Store Execution**

with Felipe Caro and Victor Martínez-de-Albéniz

*Manufacturing & Service Operations Management* 27(5), pp. 1464-1483.

## WORKING PAPERS [W1] **Rented Today, Bought Tomorrow: Buyout Pricing in the Circular Economy**

with Gérard P. Cachon, Santiago Gallino, and Antonio Moreno

★ *Job Market paper*

★ *Second prize, 2025 M&SOM Student Paper Competition*

- [W2] **The Allure of Free Shipping: How to Choose the Best Policy for Online Retail**

with Gérard P. Cachon and Santiago Gallino

*In preparation for resubmission*

- [W3] **What Makes Scheduling ‘Responsible’? Evidence from 280 Million Shifts Across 20 Retailers**

with Santiago Gallino and Caleb Kwon

*Major revision, Manufacturing & Service Operations Management*

## SELECTED WORK IN PROGRESS

- [S1] **The Effect of Subscription Prices on the Cost of Serving Customers: Evidence from a Fashion Rental Platform**

with Santiago Gallino and Antonio Moreno

- [S2] **Dynamic Pricing with Competing Revenue Streams**

with Gérard P. Cachon, Santiago Gallino, and Antonio Moreno

## OTHER ARTICLES

- [O1] **The Solution to Service Worker Churn**

with Santiago Gallino

*Harvard Business Review*, March-April 2026.

## AWARDS & SCHOLARSHIPS

- Second prize, M&SOM Student Paper Competition

2025

- Wharton PhD Program fellowship

2021 – 2025

- Wharton AI and Analytics Initiative research grant

2025

- Jay H. Baker Retailing Center research grant

2024

- George James travel award

2024

- Connecting Talent Scholarship, by the San Sebastián City Council

2018

## CONFERENCE PRESENTATIONS & TALKS

- Rented Today, Bought Tomorrow: Buyout Pricing in the Circular Economy

- INFORMS Annual Meeting, October 2025 (Scheduled)

- Workshop for Empirical Research in Operations Management, September 2025 (Scheduled)

- INFORMS Revenue Management and Pricing Section Conference, July 2025

- M&SOM Annual Meeting, June 2025

- 35th Annual POMS Conference, May 2025

- 7th Meeting of the Euro Working Group on Retail Operations, September 2024
- Consortium of Operational Excellence in Retail, June 2024
- The Allure of Free Shipping: How to Choose the Best Policy for Online Retail
  - 8th Meeting of the Euro Working Group on Retail Operations, October 2025 (Scheduled)
  - Consortium of Operational Excellence in Retail, June 2025
- The Value of Online Interactions for Store Execution
  - INFORMS Annual Meeting, October 2024
  - M&SOM Annual Meeting, June 2024

## TEACHING

### Instructor

- OIDD 0001: Prescriptive Analytics 2023 – 2025  
Wharton Pre-Baccalaureate Program

### Teaching Assistant

- OIDD 1010: Introduction to Operations Management 2022 – 2025  
Wharton Undergraduate Core
- OIDD 6970: Retail Supply Chain Management 2023  
Wharton MBA Elective
- OIDD 6730: Global Supply Chain Management 2024  
Wharton MBA Elective
- OIDD 8970: Supply Chain Management in Mexico 2023 – 2024  
Wharton Global Modular Course, MBA and EMBA Elective

## SERVICE & PROFESSIONAL ORGANIZATIONS

Ad-Hoc Reviewer: Management Science, M&SOM, Operations Research.  
Session Chair: M&SOM Annual Meeting (2024), 35th Annual POMS Conference (2025).  
Mentor: Wharton Directed Reading Program.

## WORK EXPERIENCE

### IESE Business School, Barcelona, Spain

- Predoctoral Research Fellow, Department of Operations Management. Sep 2019 – Aug 2021

### MIT Media Lab, City Science, Cambridge, MA

- Lead of Mechatronics, Visiting Research Fellow. Sep 2018 – Aug 2019

## OTHER SKILLS

- Languages: Spanish (native), Basque (native), English (fluent).
- Programming: R, Stata, Python, Matlab, Linux, LaTeX.

## REFERENCES

- **Santiago Gallino (Advisor)**  
Associate Professor of Operations, Information and Decisions  
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- **Antonio Moreno**  
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