

# Borja Apaolaza

527.1 Jon M. Huntsman Hall, 3730 Walnut St, Philadelphia, PA 19104, USA  
apaolaza@wharton.upenn.edu • www.borjaapaolaza.com

<b>EDUCATION</b>	<b>The Wharton School, University of Pennsylvania</b> , Philadelphia, PA	
	▪ Ph.D. in Operations Management Dissertation Committee: Santiago Gallino, Gérard P. Cachon, Antonio Moreno	2021 – 2026 (Exp.)
	<b>Universidad de Navarra</b> , San Sebastián, Spain	
	▪ M.S. in Industrial Engineering	2017 – 2019
	▪ B.S. in Industrial Engineering	2013 – 2017
<b>RESEARCH INTERESTS</b>	Retail and Platform Operations; Circular Economy; Pricing; Supply Chain Management; Empirical OM.	
<b>PUBLICATION</b>	[P1] <b>The Value of Online Interactions for Store Execution</b> with Felipe Caro and Victor Martínez-de-Albéniz <i>Manufacturing &amp; Service Operations Management</i> 27(5), pp. 1464-1483.	
<b>WORKING PAPERS [W1]</b>	<b>Rented Today, Bought Tomorrow: Buyout Pricing in the Circular Economy</b> with Gérard P. Cachon, Santiago Gallino, and Antonio Moreno ★ <i>Job Market paper</i> ★ <i>Second prize, 2025 M&amp;SOM Student Paper Competition</i>	
	[W2] <b>The Allure of Free Shipping: How to Choose the Best Policy for Online Retail</b> with Gérard P. Cachon and Santiago Gallino <i>In preparation for resubmission</i>	
	[W3] <b>What Makes Scheduling ‘Responsible’? Evidence from 280 Million Shifts Across 20 Retailers</b> with Santiago Gallino and Caleb Kwon <i>Major revision, Manufacturing &amp; Service Operations Management</i>	
<b>SELECTED WORK IN PROGRESS</b>	[S1] <b>The Effect of Subscription Prices on the Cost of Serving Customers: Evidence from a Fashion Rental Platform</b> with Santiago Gallino and Antonio Moreno	
	[S2] <b>Dynamic Pricing with Competing Revenue Streams</b> with Gérard P. Cachon, Santiago Gallino, and Antonio Moreno	
<b>OTHER ARTICLES</b>	[O1] <b>The Solution to Service Worker Churn</b> with Santiago Gallino <i>Harvard Business Review, March-April 2026.</i>	
<b>AWARDS &amp; SCHOLARSHIPS</b>	▪ Second prize, M&SOM Student Paper Competition ▪ Wharton PhD Program fellowship ▪ Wharton AI and Analytics Initiative research grant ▪ Jay H. Baker Retailing Center research grant ▪ George James travel award ▪ Connecting Talent Scholarship, by the San Sebastián City Council	2025 2021 – 2025 2025 2024 2024 2018
<b>CONFERENCE PRESENTATIONS &amp; TALKS</b>	▪ 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

<b>TEACHING</b>	<b>Instructor</b>	
	▪ OIDD 0001: Prescriptive Analytics Wharton Pre-Baccalaureate Program	2023 – 2025
	<b>Teaching Assistant</b>	
	▪ OIDD 1010: Introduction to Operations Management Wharton Undergraduate Core	2022 – 2025
	▪ OIDD 6970: Retail Supply Chain Management Wharton MBA Elective	2023
	▪ OIDD 6730: Global Supply Chain Management Wharton MBA Elective	2024
	▪ OIDD 8970: Supply Chain Management in Mexico Wharton Global Modular Course, MBA and EMBA Elective	2023 – 2024
<b>SERVICE &amp; PROFESSIONAL ORGANIZATIONS</b>	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.	
<b>WORK EXPERIENCE</b>	<b>IESE Business School</b> , Barcelona, Spain	
	▪ Predoctoral Research Fellow, Department of Operations Management.	Sep 2019 – Aug 2021
	<b>MIT Media Lab, City Science</b> , Cambridge, MA	
	▪ Lead of Mechatronics, Visiting Research Fellow.	Sep 2018 – Aug 2019
<b>OTHER SKILLS</b>	▪ Languages: Spanish (native), Basque (native), English (fluent). ▪ Programming: R, Stata, Python, Matlab, Linux, LaTeX.	
<b>REFERENCES</b>	<p>▪ <b>Santiago Gallino (Advisor)</b> Associate Professor of Operations, Information and Decisions The Wharton School, University of Pennsylvania 563 Jon M. Huntsman Hall 3730 Walnut Street, Philadelphia, PA 19104 sgallino@wharton.upenn.edu</p> <p>▪ <b>Gérard P. Cachon</b> Fred R. Sullivan Professor of Operations, Information and Decisions The Wharton School, University of Pennsylvania 543 Jon M. Huntsman Hall 3730 Walnut Street, Philadelphia, PA 19104 cachon@wharton.upenn.edu</p> <p>▪ <b>Antonio Moreno</b> Sicupira Family Associate Professor of Business Administration Harvard Business School Morgan Hall, 493 Soldiers Field Road, Boston, MA 02163 amoreno@hbs.edu</p>	

[Last updated on 2026-01-07]