

# 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 (Chair), 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 (Forthcoming)*

## 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*
- [W2] **The Allure of Free Shipping: How to Choose the Best Policy for Online Retail**  
with Gérard P. Cachon and Santiago Gallino  
*Under review*
- [W3] **Characterizing ‘Responsible’ Work Scheduling In Retail: Evidence from 280 Million Shifts Across 20 Retailers**  
with Santiago Gallino and Caleb Kwon  
*Under review*

## 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

## AWARDS & SCHOLARSHIPS

- 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  
Scholarship to conduct research at MIT as part of my Master’s Thesis.

## CONFERENCE PRESENTATIONS & TALKS

- Rented Today, Bought Tomorrow: Buyout Pricing in the Circular Economy
  - INFORMS Annual Meeting, October 2025 (Exp.)
  - Workshop for Empirical Research in Operations Management, September 2025 (Exp.)
  - 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 (Exp.)
  - 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).  
Member: INFORMS, M&SOM, POMS, EURO Working Group on Retail Operations.  
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

### Ingran Engineering, Bilbao, Spain

- Data Analytics Intern. May 2016 – Jul 2018

## OTHER SKILLS

- Languages: Spanish (native), Basque (native), English (fluent).
- Programming: R, Python, Matlab, Linux.
- Tools:  $\LaTeX$ , Microsoft 365.

## REFERENCES

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