

Borja Apaolaza

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

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 (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*

★ *Finalist, 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

Under review

- [W3] **What Makes Scheduling ‘Responsible’? 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

- Finalist, 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).
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, Stata, Python, Matlab, Linux.
- Tools: L^AT_EX, Microsoft 365.

REFERENCES

- **Santiago Gallino (Advisor)**
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
- **Gérard P. Cachon**
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
- **Antonio Moreno**
Sicupira Family Associate Professor of Business Administration
Harvard Business School
Morgan Hall, 493
Soldiers Field Road, Boston, MA 02163
amoreno@hbs.edu

[Last updated on 2025-09-24]