

# Rafael Escamilla

Assistant Professor  
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## Academic Employment

2023-current     **Assistant Professor**  
Arizona State University, USA  
Department of Supply Chain Management, W.P. Carey School of Business

## Education

2018-2023     **Ph.D., Supply Chain Management, with honors (Cum Laude)**

Jointly awarded by:

- CentER Graduate School for Economics and Business, Tilburg University, Netherlands
- Kuehne Logistics University, Germany

Dissertation title: Managing the nanostore supply chain: Base-of-the-pyramid retail in emerging markets

Research Stay at the Wharton School's Operations, Information and Decisions Department (2022)

2017-2018     **Graduate Certificate in Logistics and Supply Chain Management (GCLOG), with honors**

Massachusetts Institute of Technology (MIT), USA

2013-2016     **Master of Science, Industrial Systems Engineering**

Université de Technologie de Troyes, France

2011-2016     **Bachelor of Engineering, Industrial Engineering, with honors**

Tecnológico de Monterrey, Mexico

## Research Interests

I investigate the operations of retail supply chains in emerging markets through field experiments and econometric techniques. I am specifically interested in developing and testing theories to explain the drivers of supply chain decision making by economic agents.

## Publications

- Villa, S., Escamilla, R. & Fransoo, J. C. **Supplying Cash-Constrained Retailers: Understanding Shopkeeper Behavior at the Bottom of the Pyramid**, (<https://doi.org/10.1287/msom.2022.0362>. *Manufacturing & Service Operations Management*)

First place, 2022 INFORMS Behavioral Operations Management Working Paper Competition

- **Escamilla, R.,** Fransoo, J. C. & Mogollon, M. (2024). **Trade Credits and Visit Frequency: The Role of Order Financing on Logistics Efficiency in the Nanostore Setting.** *Journal of Operations Management*, 70(5), 733-755.
- **Escamilla, R.,** Brosi, P., Fransoo, J. C., Mora-Quiñones, C. A. & Mejia-Argueta, C. (2024). **Tax Privacy Concerns Hamper Digitization of the Nanostore Channel,** <https://doi.org/10.1111/dec.12643>. *Decision Sciences*
- Fransoo, J. C., **Escamilla, R.** & Ge, J. (2024). **Nanoretail Operations in Developing Markets,** (Peer-reviewed invited contribution *forthcoming* in *INFORMS TutORials in Operations Research*)
- **Escamilla, R.,** Fransoo, J. C. & Tang, C. S. (2021). **Improving agility, adaptability, alignment, accessibility, and affordability in nanostore supply chains.** *Production and Operations Management*, 30(3), 676-688

Third most downloaded POM paper in 2021 and most downloaded POM paper published in 2021

## Working Papers

- **Escamilla, R.,** Fransoo, J. C. & Gallino, S. **Order-Based Trade Credit and Operational Performance in the Nanostore Retail Channel,** (*major revision* following first-round review in *Manufacturing & Service Operations Management*)
- Abdulla, H., **Escamilla, R.** & Oliva, R. **Registered Reports Review for Field Experiments,** (editorial *in preparation for Journal of Operations Management*)
- **Escamilla, R.,** Rooderkerk, R. & Fransoo, J. C. **Enhancing Competitiveness of the Nanostore Retail Channel by Providing Value-Added Digital Services,** (*in preparation for submission* to *Manufacturing & Service Operations Management*)

## Honors and Distinctions

- *Finalist (winner TBA),* 2024 INFORMS TIMES Best Dissertation Award
- *First place,* 2024 EWG Retail Operations of the Association of European Operational Research Societies Doctoral Dissertation Award
- *First place,* 2024 Kuehne Logistics University Best Dissertation Award

## Invited Seminars

- Tilburg University, Department of Information Systems and Operations Management, Tilburg, Netherlands
- University of Porto, Engineering Faculty
- Nanyang Technological University, Operations Management Division
- Arizona State University, Supply Chain Management Department

- Georgia Institute of Technology, Operations Management Area
- University of Wisconsin-Madison, Department of Operations and Information Management
- Nova School of Business and Economics, Department of Operations, Information and Technology
- European Technology and Operations Management Network (online)
- Ohio State University, Operations and Business Analytics Department
- IESE Business School, University of Navarra, Operations, Information and Technology Department
- Rotterdam School of Management, Erasmus University, Technology and Operations Management Department
- University of Groningen, Department of Operations
- IE Business School, Department of Operations & Technology (online PhD Seminar)
- MIT, Center for Transportation and Logistics
- Wharton School, University of Pennsylvania, Operations, Information and Decisions Department (PhD Seminar)
- Tilburg University, Department of Management
- Tilburg University, Graduate Students Society
- KLU (online)

## **Service**

- *Ad hoc* Reviewer for *Management Science*, *Manufacturing & Service Operations Management* and *Production and Operations Management*
- Track Chair, Empirical Research in Operations Management, 2025 POMS Annual Conference
- Editorial Review Board Member for *Decision Sciences*
- Committee member for the 2024 INFORMS Behavioral Operations Management Section Best Working Paper Competition
- Chair for the 2023 INFORMS Behavioral Operations Management Section Best Working Paper Competition
- Reviewer for the 2022 INFORMS Behavioral Operations Management Section Best Working Paper Competition
- Member of admissions committee at MIT GCLOG Executive program in SCM (2021-2023)
- Member of committee to select Best SCM Master Thesis at Tilburg University (2021)
- Member of the Academic Senate at KLU (2020)
- Deputy PhD Speaker at KLU (2018-2019)

## Conference Presentations

- Escamilla, R., Fransoo, J. C. & Mogollon, M. (2024). **Trade Credits and Visit Frequency: The Role of Order Financing on Logistics Efficiency in the Nanostore Setting**, *EWG Retail Operations*, Vienna, Austria
- Escamilla, R., Fransoo, J. C. & Mogollon, M. (2024). **Trade Credits and Visit Frequency: The Role of Order Financing on Logistics Efficiency in the Nanostore Setting**, *POMS Conference*, Minneapolis, United States
- Escamilla, R., Fransoo, J. C. & Rooderkerk, R. (2023). **Enhancing Competitiveness of the Nanostore Retail Channel by Providing Value-Added Digital Services**, *INFORMS Conference*, Phoenix, United States
- Escamilla, R., Fransoo, J. C. & Rooderkerk, R. (2023). **Enhancing Competitiveness of the Nanostore Retail Channel by Providing Value-Added Digital Services**, *POMS Conference*, Orlando, United States
- Villa, S., Escamilla, R. & Fransoo, J. C. (2022). **Supplying Cash-Constrained Retailers: Understanding Shopkeeper Behavior at the Bottom of the Pyramid**, *POMS Conference*, Orlando, United States
- Escamilla, R., Fransoo, J. C. & Gallino, S. (2022). **Order-Based Trade Credit and Operational Performance in the Nanostore Retail Channel**, *POMS Conference*, Orlando, United States
- Villa, S., Escamilla, R. & Fransoo, J. C. (2022). **Supplying Cash-Constrained Retailers: Understanding Shopkeeper Behavior at the Bottom of the Pyramid**, *INFORMS Conference, BOM Best Working Paper Competition*, Indianapolis, United States
- Escamilla, R., Fransoo, J. C. & Gallino, S. (2022). **Order-Based Trade Credit and Operational Performance in the Nanostore Retail Channel**, *INFORMS Conference*, Indianapolis, United States
- Escamilla, R., Fransoo, J. C. & Gallino, S. (2022). **Order-Based Trade Credit and Operational Performance in the Nanostore Retail Channel**, *EURO Working Group Meeting on Retail Operations*, Istanbul, Turkey
- Escamilla, R., Fransoo, J. C. & Gallino, S. (2022). **Order-Based Trade Credit and Operational Performance in the Nanostore Retail Channel**, *MSOM Conference*, Munich, Germany
- Villa, S., Escamilla, R. & Fransoo, J. C. (2022). **Supplying Cash-Constrained Retailers: Understanding Shopkeeper Behavior at the Bottom of the Pyramid**, *MSOM Conference*, Munich, Germany
- Escamilla, R., Fransoo, J. C. & Gallino, S. (2022). **Order-Based Trade Credit and Operational Performance in the Nanostore Retail Channel**, *POMS Conference*, Online
- Villa, S., Escamilla, R. & Fransoo, J. C. (2022). **Supplying Cash-Constrained Retailers: Understanding Shopkeeper Behavior at the Bottom of the Pyramid**, *POMS Conference*, Online
- Escamilla, R., Fransoo, J. C. & Gallino, S. (2021). **Order-Based Trade Credit and Operational Performance in the Nanostore Retail Channel**, *Beta Symposium*, Soesterberg, Netherlands

- Villa, S., Escamilla, R. & Fransoo, J. C. (2021). **Supplying Cash-Constrained Retailers: Understanding Shopkeeper Behavior at the Bottom of the Pyramid.** *INFORMS*, Anaheim, United States
- Escamilla, R., Brosi, P., Fransoo, J. C., Mora-Quiñones, C. A. & Mejia-Argueta, C. (2021). **Tax Privacy Concerns Hamper Digitization of the Nanostore Channel,** *POMS Conference*, Online
- Escamilla, R., Fransoo, J. C. & Tang, C. S. (2021). **Improving agility, adaptability, alignment, accessibility, and affordability in nanostore supply chains,** *POMS Conference*, Online
- Escamilla, R., Brosi, P., Fransoo, J. C., Mora-Quiñones, C. A. & Mejia-Argueta, C. (2020). **Tax Privacy Concerns Hamper Digitization of the Nanostore Channel,** *INFORMS Conference*, Online

## Teaching Experience

2024	<b>Quantitative Risk Management</b> Full MSBA course (both online and offline) Arizona State University
2023	<b>Logistics in the Supply Chain</b> Full Online MBA course Arizona State University
2023	<b>Causal Inference in Supply Chain Management</b> Lecture with three sessions and final project MIT
2022	<b>Supply Chain Strategy</b> Lecture with two sessions and final project Tilburg University
2022	<b>Causal Inference in Supply Chain Management</b> Lecture with three sessions and final project MIT
2022	<b>Research Methods</b> Online videos series Tilburg University
2022	<b>Project Management</b> Lecture with one session, tutorials and term papers

- Tilburg University
- 2022 **Supply Chain Management in the Nanostore Retail Channel**  
Lecture with one session  
MIT
- 2021 **Causal Inference in Supply Chain Management**  
Lecture with three sessions and final project  
MIT
- 2021 **Project Management**  
Tutorials and term papers  
Tilburg University
- 2020 **Nanoretailing: Concepts, Theories and Best Practices**  
Online videos  
MIT
- 2020 **Data Science Tutorial**  
Tutorials  
KLU
- 2018 **Optimization Models**  
Joint teaching of 10 lectures and tutorials  
Tecnológico de Monterrey

## Supervision

- 2022 **Master Thesis Advisor**  
8 Theses  
Tilburg University
- 2022 **Capstone Project Co-Advisor**  
1 Capstone Project  
MIT GCLOG Executive program in SCM, MIT
- 2021 **Master Thesis Co-Advisor**  
1 Thesis  
MIT SCM
- 2021 **Master Thesis Advisor**  
5 Theses

Tilburg University  
 2021 **Bachelor Thesis Advisor**  
 10 Theses  
 Tilburg University  
 2020 **Master Thesis Co-Advisor**  
 1 Thesis  
 KLU  
 2019 **Master Thesis Co-Advisor**  
 1 Thesis  
 KLU

## Language Skills

**Spanish** Native Language  
**English** Proficient  
**French** Advanced

## Professional Experience

2018 **Project Manager**  
 NADRO Pharmaceutical Distributor, Mexico  
 2015-2018 **Research and Innovation Manager**  
 Shopology, Mexico

## Additional Experience

- Co-host of the Emerging Market Retail Podcast (2021-current)
- Development of primary data collection app for MIT's Sustainable Supply Chain Lab (2018)
- Development of the web information system CartoKm2 for MIT's Megacity Logistics Lab (2015)