

Rafael Escamilla

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W.P. Carey School of Business
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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

- Abdulla, H., Escamilla, R. & Oliva, R. **Registered Reports Review for Field Experiments**, (<https://doi.org/10.1002/joom.1336>. *Journal of Operations Management*)

- 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**, (<https://doi.org/10.1287/educ.2024.0270>. *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*)
- 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

- *Runner up*, 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	Quantitative Risk Management Full MSBA course (both online and offline) Arizona State University
2023	Logistics in the Supply Chain Full Online MBA course Arizona State University
2023	Causal Inference in Supply Chain Management Lecture with three sessions and final project MIT
2022	Supply Chain Strategy Lecture with two sessions and final project Tilburg University
2022	Causal Inference in Supply Chain Management Lecture with three sessions and final project MIT
2022	Research Methods Online videos series Tilburg University
2022	Project Management 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)