

Rafael Escamilla

Assistant Professor
W.P. Carey School of Business
Arizona State University
85287 Tempe Arizona
United States

Phone: +1 (480) 815 89 26
Email: r.escamilla@asu.edu
Website: <http://rafaelescamilla.info>

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)

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*,) 70(7), 1042-1047.
- Villa, S., Escamilla, R. & Fransoo, J. C. (2024). **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*), 26(6), 2030-2049.

- **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**, (<https://doi.org/10.1002/joom.1323>. *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*), 275-297.
- Mora-Quiñones, C. A., Fransoo, J. C., Velázquez-Martínez, J. C., Cárdenas-Barrón, L. E., & Escamilla, R. (2024). **Assessing the impact of loading-unloading zones in emerging markets: Evidence from Mexico**, (<https://doi.org/10.1016/j.trd.2024.104486>. *Transportation Research Part D: Transport and Environment*), 137, 104486.
- **Escamilla, R., Fransoo, J. C. & Tang, C. S. (2021). Improving agility, adaptability, alignment, accessibility, and affordability in nanostore supply chains**, (<https://doi.org/10.1111/poms.13309>. *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 second-round review in *Manufacturing & Service Operations Management*).
- **Escamilla, R., Rooderkerk, R. & Fransoo, J. C. Manufacturer-Sponsored Digital Services Enhance Nanostore Competitiveness**, (*submitted* to *Manufacturing & Service Operations Management*).
- Drent, M., Escamilla, R., Villa, S., Fransoo, J. C. & Velazquez-Martinez, J. **Leveraging Trade Credit to Expand Informal Consumer Credit in Base-of-the-Pyramid Retail**, (*submitted* to *Manufacturing & Service Operations Management*).
- Balvers, S., Escamilla, R. & Villa, S. **Order Timing in the Nanostore Setting**, (*submitted* to *Manufacturing & Service Operations Management*).
- Barriola, X., Escamilla, R., Fransoo, J. C. **Too Small to Fail? How Store Size Shapes Nanostore Resilience in the Face of Disruptions**, (*in preparation for submission* to *Production & Operations Management*).
- **Escamilla, R., Villa, S. & Villena, V. Recycling in Developing Economies: Building Capabilities, Legitimacy and Forming Habits**, (*submitted* to *Manufacturing & Service Operations Management*).

Honors and Distinctions

- *Winner*, 2026 W.P. Carey School of Business Early Career Research Excellence Award
- *First place*, 2025 Royal Holland Society of Sciences and Humanities Social Sciences Dissertation Award
- *Honorable Mention*, 2025 Journal of Operations Management's Jack Meredith Best Paper Award
- *First place*, 2023-2024 Tilburg University Dissertation Award
- *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
- *First place*, 2022 INFORMS Behavioral Operations Management Working Paper Competition

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

- Track Chair for the Pedagogical Track at *Decision Science Institute's* 2026 Annual Conference
- Initiative Editor for *Journal of Operations Management's* Registered Reports Review process
- Editorial Review Board Member for *Decision Sciences*
- *Ad hoc* Reviewer for *Management Science, Manufacturing & Service Operations Management* and *Production and Operations Management*
- Reviewer for 2025 *INFORMS* TIMES Best Dissertation Award
- Reviewer for 2024 and 2025 *Decision Sciences Institute's* Doctoral Best Student Paper Award Showcase
- Committee Member for 2024 and 2025 *INFORMS* Webinar on Contemporary Operations Management in Developing Economies
- Track Chair, Empirical Research in Operations Management, 2025 POMS Annual Conference
- 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.,** Tipnis, V. & Villa, S. **Charity Begins at Work: The Internal-External Trade-off in Corporate Giving Programs**
POMS, 2026, Reno, USA
- Drent, M., **Escamilla, R.,** Villa, S., Fransoo, J.C. & Velazquez-Martinez, J. **Leveraging Trade Credit to Expand Informal Consumer Credit in Base-of-the-Pyramid Retail**
POMS, 2026, Reno, USA
Behavioral Operations Conference, 2026, Tempe, USA

- Balvers, S., Escamilla, R. & Villa, S. **Order Timing in the Nanostore Setting**
POMS, 2025, Atlanta, USA
Behavioral Operations Conference, 2025, Hamburg, Germany
- Castro, F., Escamilla, R., Rajagopalan, S. & Velazquez-Martinez **Omnichannel Ordering in the Nanostore Retail Channel: A Field Experiment** (design stage)
POMS, 2025, Atlanta, USA
- Escamilla, R., Fransoo, J. C. & Mogollon, M. **Trade Credits and Visit Frequency: The Role of Order Financing on Logistics Efficiency in the Nanostore Setting**
DSI, 2024, Phoenix, USA
INFORMS, 2024, Seattle, USA
EWG Retail Operations, 2024, Vienna, Austria
POMS, 2024, Minneapolis, USA
- Escamilla, R., Rooderkerk, R. & Fransoo, J. C. **Manufacturer-Sponsored Digital Services Enhance Nanostore Competitiveness**
DSI, 2024, Phoenix, USA
INFORMS, 2023, Phoenix, United States
POMS, 2023, Orlando, United States
- Villa, S., Escamilla, R. & Fransoo, J. C. **Supplying Cash-Constrained Retailers: Understanding Shopkeeper Behavior at the Bottom of the Pyramid,**
POMS, 2023, Orlando, United States
INFORMS, *BOM Best Working Paper Competition*, 2022, Indianapolis, United States
MSOM Conference, 2022, Munich, Germany
- Escamilla, R., Fransoo, J. C. & Gallino, S. **Order-Based Trade Credit and Operational Performance in the Nanostore Retail Channel**
POMS, 2023, Orlando, United States
INFORMS, 2022, Indianapolis, United States
EWG Retail Operations, 2022, Istanbul, Turkey
MSOM Conference, 2022, Munich, Germany
Beta Symposium, 2022, Soesterberg, Netherlands
- Escamilla, R., Fransoo, J. C. & Tang, C. S. **Improving agility, adaptability, alignment, accessibility, and affordability in nanostore supply chains**
POMS Conference, 2021, Online
- Escamilla, R., Brosi, P., Fransoo, J. C., Mora-Quiñones, C. A. & Mejia-Argueta, C. **Tax Privacy Concerns Hamper Digitization of the Nanostore Channel**
POMS Conference, 2021, Online
INFORMS Conference, 2020, Online

Teaching Experience

- 2026 **Quantitative Risk Management**
Full MSBA and DBA course (both online and offline)
Arizona State University
- 2025 **Quantitative Risk Management**
Full MSBA and DBA course (both online and offline)
Arizona State University
- 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)