# Rafael Escamilla

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## Academic Employment

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

## Education

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|---|---|
| 2018-2023 | **Ph.D., Supply Chain Management, with honors (Cum Laude)**<br><br>Jointly awarded by:<br><br>• CentER Graduate School for Economics and Business, Tilburg University, Netherlands<br>• Kuehne Logistics University, Germany<br><br>Dissertation title: Managing the nanostore supply chain: Base-of-the-pyramid retail in emerging markets<br><br>Research Stay at the Wharton School's Operations, Information and Decisions Department (2022) |
| 2013-2016 | **Master of Science, Industrial Systems Engineering**<br>Université de Technologie de Troyes, France |
| 2011-2016 | **Bachelor of Engineering, Industrial Engineering, with honors**<br>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,**

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(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/deci.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 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

- *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

- Balvers, S., **Escamilla, R.** & Villa, S. **Order Timing Under Cash Constraints 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.**, Fransoo, J. C. & Rooderkerk, R. **Enhancing Competitiveness of the Nanostore Retail Channel by Providing Value-Added Digital Services**

  *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)