

## ANTONIO MORENO

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### ACADEMIC POSITION

**Harvard Business School, Harvard University**

Boston, MA

Sicupira Family Associate Professor of Business Administration,  
Technology and Operations Management Unit, 2017-

### PREVIOUS ACADEMIC POSITIONS

**Kellogg School of Management, Northwestern University**

Evanston, IL

Associate Professor of Operations, Department of Managerial Economics, Decision  
Sciences and Operations, 2016-2017

Assistant Professor of Managerial Economics and Decision Sciences, 2011-2016

Donald P. Jacobs Scholar in Managerial Economics and Decision Sciences, 2011-2012

### EDUCATION

**The Wharton School, University of Pennsylvania**

Philadelphia, PA

PhD in Operations and Information Management, May 2012

M.A. in Statistics, May 2010

**Technical University of Catalonia**

Barcelona, Spain

M.Sc. in Electrical Engineering, 2003

M.Sc. in Industrial Engineering, 2003

B.Sc. in Electrical Engineering, 1999

### JOURNAL PUBLICATIONS

1. Self-adaptive Utility-based Web Session Management (with Nicolas Poggi, Josep Lluís Berral, Ricard Gavaldà, Jordi Torres). *Computer Networks*, 2009. Vol 53.10, 1712-1721.

2. Integration of Online and Offline Channels in Retail: The Impact of Sharing Reliable Inventory Availability Information (with Santiago Gallino). *Management Science*, 2014. Vol. 60, No. 6, pp. 1434-1451. Finalist of Management Science Best Paper award in Operations Management published in 2014-2016 (2017)
3. Doing Business with Strangers: Reputation in Online Service Marketplaces (with Christian Terwiesch). *Information Systems Research*, 2014. Vol. 25, No. 4, pp. 865–886
4. How to Win in an Omnichannel World (with David Bell, Santiago Gallino). *MIT Sloan Management Review*, 2014. Vol. 56, No. 1, pp 45-53.
5. Showrooms and Information Provision in Omni-channel Retail (with David Bell, Santiago Gallino). *Production and Operations Management*, Vol. 24, Issue 3, pp 360-362. Extended abstract for the 1st POMS Applied Research Challenge 2014 Awards.
6. Pricing and Production Flexibility: An Empirical Study of the U.S. Automotive Industry (with Christian Terwiesch). *Manufacturing and Service Operations Management*, 2015. Vol. 17, No. 4, pp 428-444.
7. The Effects of Product Line Breadth: Evidence from the Automotive Industry (with Christian Terwiesch). *Marketing Science*, 2017. Vol. 36, No. 2, pp 254-271.
8. The Operational Value of Social Media Information (with Ruomeng Cui, Santiago Gallino and Dennis Zhang). *Production and Operations Management*, 2018. Vol. 27, No. 10, pp 1749-1769.
9. Channel Integration, Sales Dispersion, and Inventory Management (with Santiago Gallino and Yannis Stamatopoulos). *Management Science*, 2017. Vol. 36, No. 9, pp 2813-2831.
10. Offline Showrooms in Omni-channel Retail: Demand and Operational Benefits (with David Bell and Santiago Gallino). *Management Science*, 2018. Winner of the 2014 POMS Applied Research Challenge. Workshop on Information Systems Economics Overall Best Paper Award 2014.
11. The Value of Fit Information in Online Retail: Evidence from a Randomized Field Experiment (with Santiago Gallino). *Manufacturing and Service Operations Management*, 2018. Vol. 20, No. 4, pp 601-800.
12. The Store is Dead – Long Live the Store (with David Bell and Santiago Gallino). *MIT Sloan Management Review*, 2018. Vol. 59, No. 3.

### **BOOKS AND BOOK CHAPTERS**

13. Operations in an Omni-channel World, Santiago Gallino and Antonio Moreno (Ed.), in Springer Series in Supply Chain Management, C. Tang (Series Ed.). Forthcoming in 2019.

14. Operations in the On-Demand Economy: Staffing Services with Self-Scheduling Capacity (with Itai Gurvich and Martin Lariviere). *Sharing Economy: Making Supply Meet Demand*, M. Hu (Ed.), 2019, in *Springer Series in Supply Chain Management*, C. Tang (Series Ed.)
15. Agent Pricing in the Sharing Economy: Evidence from Airbnb (with Jun Li and Dennis Zhang). *Sharing Economy: Making Supply Meet Demand*, M. Hu (Ed.), 2019, in *Springer Series in Supply Chain Management*, C. Tang (Series Ed.)

## WORKING PAPERS

16. Optimal Replenishment in the Presence of Phantom Inventories Using Point-of-Sales Data (with Achal Bassamboo and Yannis Stamatopoulos). Invited for revision at *Production and Operations Management*.
17. The Effects of Menu Costs on Supply Chain Efficiency: Evidence from the Adoption of Electronic Shelf Label Technology (with Achal Bassamboo and Yannis Stamatopoulos). Invited for revision at *Management Science*.
18. Strategically Giving Service: Visibility and Efficiency in Service Markets (with Nil Karacaoglu and Can Ozkan). Finalist for IBM Service Science Best Student Paper 2017. Invited for revision at *Manufacturing and Service Operations Management*.
19. Opportunistic Returns and Dynamic Pricing: Empirical Evidence from Online Retailing in Emerging Markets (with Chaithanya Bandi, Donald Ngwe and Richard Xu). Invited for revision at *Journal of Marketing Research*.
20. Offline Experiences and Value Creation in Omnichannel Retail (with David Bell and Santiago Gallino). Invited for revision at *Management Science*.
21. Pros vs. Joes: Agent Pricing Behavior in the Sharing Economy (with Jun Li and Dennis Zhang). Invited for revision at *Management Science*.
22. The Wisdom of Crowds in Operations: Forecasting Using Prediction Markets (with Achal Bassamboo and Ruomeng Cui). Invited for revision at *Production and Operations Management*.
23. Need for Speed: How Website Performance Affects Online Retail (with Nil Karacaoglu and Santiago Gallino)
24. The Effect of Payment Choices on Online Retail: Evidence from the 2016 Indian Demonetization (with Chaithanya Bandi, Donald Ngwe and Richard Xu)

## WORK IN PROGRESS

25. Building a Winning Omnichannel Strategy: Overcoming Managers' Biased Perceptions of What Consumers Prefer (with Santiago Gallino and Robert Rooderkerk)
26. Perception of Dynamic Pricing in On-Demand Services (with Ryan Buell and Nil Karacaoglu)
27. The Impact of Adding Direct-to-Consumer Channels (with Daniel Corsten and Ayelet Israeli)

## CASES AND COURSE MATERIALS

Antonio Moreno, Donald Ngwe and George Gonzalez. Afterpay U.S.: The Omnichannel Dilemma. Harvard Business School Case 519-086, April 2019.

Integrating stores and online at Zara (in preparation)

## RECENT INVITED TALKS

- <2014:** The Wharton School (University of Pennsylvania)  
Kellogg School of Management (Northwestern University)  
Johnson School (Cornell University)  
Harvard Business School  
Judge School (University of Cambridge)  
Tilburg University
- 2014:** London Business School  
Judge School (University of Cambridge)  
IESE
- 2015:** Cox School (Southern Methodist University)  
Columbia Graduate School of Business  
Fisher College of Business (Ohio State University)  
Instituto de Empresa  
Tuck School of Business (Dartmouth College)  
Harvard Business School
- 2016:** Tepper School of Business (Carnegie Mellon University)  
Fuqua School of Business (Duke University)  
Wisconsin School of Business (University of Wisconsin-Madison)  
Stern School of Business (New York University)
- 2017:** Harvard Business School  
Baruch College (City University of New York)

- Stanford Graduate School of Business
- 2018:** McCombs School of Business (University of Texas at Austin)  
Kenan-Flagler Business School (University of North Carolina)  
Robert H. Smith School of Business (University of Maryland)
- 2019:** W. P. Carey School of Business (Arizona State University)  
Desautels Faculty of Management (McGill University)  
Questrom School of Business (Boston University)  
Johnson School (Cornell University)

## TEACHING EXPERIENCE

### Harvard Business School, Harvard University

RCTOM: Technology and Operations Management (2018)

HBS-4482: Empirical Technology and Operations Management (2018) [doctoral course]

### Kellogg School of Management, Northwestern University

OPNS-430: Operations Management (2012-2017)

OPNS-438: Operations Management – Accelerated (2012)

OPNS-525: Emerging Areas in Operations Management (2014, 2016) [doctoral course]

### The Wharton School, University of Pennsylvania

Teaching Assistant, 2007-2011

### School of Industrial Engineering, Technical University of Catalonia

Lecturer, 2004-2007

Operations Management, Decision Models, Design of Production and Logistics Systems,  
Quantitative Methods for Business, Graphs and Decisions, Industrial Organization.

## INDUSTRY EXPERIENCE

### Barcelona Supercomputing Center

Business Development Manager

Project Manager

Barcelona, Spain

2006-2007

2005-2006

### Barcelona City Council IT Division

Project Manager – International Projects and Innovation

Barcelona, Spain

2001-2005

Updated April 2019

**Amena (now Orange)**

IT Engineer

Barcelona, Spain

1998-2000

## SERVICE AND PROFESSIONAL ACTIVITIES

### PhD student supervision

As advisor/co-advisor:

Yannis Stamatopoulos (graduated 2016, placed at UT Austin)

Richard Zhiji Xu (graduated 2018, placed at Google)

Nil Karacaoglu (expected graduation 2019, placed at Ohio State University).

As dissertation proposal/defense committee member:

Ruomeng Cui (graduated 2014, placed at Indiana University, currently at Emory University), Eric

Park (graduated 2014, placed at University of British Columbia, now at University of Hong Kong),

Dennis Zhang (graduated 2016, placed at Washington University in St. Louis), Lu Wang (graduated

2016, currently at McKinsey), Can Ozkan (graduation 2017, currently at Gap)

### Referee

Management Science (referee and guest associate editor), Operations Research, Manufacturing and Service Operations Management (referee and guest associate editor), Information Systems Research, Production and Operations Management (referee and senior editor), MIS-Quarterly, Quantitative Marketing and Economics, Journal of Retailing, Naval Research Logistics, MIT Sloan Management Review, California Management Review, Communications of the ACM, International Journal of eCommerce, MSOM Conference, MSOM Supply Chain SIG, MSOM Service Operations SIG, CIST

**Session and Cluster Chair:** Session Chair at INFORMS (2012-2017) and POMS (2012, 2015). Cluster Chair of the Service SIG at INFORMS (2015)

**Judge:** POMS College of Supply Chain Management Student Paper Competition (2012-2018), MSOM Student Paper Competition (2012-2018), Co-chair of the 2019 MSOM Student Paper Competition.

**Other:** Co-organizer of the Kellogg Operations Management Seminar Series (2012-2016); Discussant at the Workshop in Empirical Operations Management (2013)

## HONORS AND AWARDS

Management Science Meritorious Service Award (2018)

Wickham Skinner Early-Career Research Accomplishments Award, POMS (2017)

Management Science Distinguished Service Award (2017)

Finalist of Management Science Best Paper award in Operations Management (2017)

2016 M&SOM Meritorious Service Award

2015 M&SOM Meritorious Service Award

Management Science Meritorious Service Award (2015)

Workshop on Information Systems Economics Overall Best Paper Award 2014

Winner of the 2014 POMS Applied Research Challenge

OPIM Scholar Award (2010)

Russell Ackoff Fellowship (2010)

Penn Lauder CIBER Grant (2009)

Jay H. Baker Retailing Grant (2009)

Fellowship from La Caixa Foundation (2007-2009)

PhD Fellowship from The Wharton School (2007-2011)

Accenture Master Thesis Award in Industrial Engineering (2004)