

## 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

Ingeniero Superior in Electrical Engineering, 2003

Ingeniero Superior in Industrial Engineering, 2003

Ingeniero Tecnico in Electrical Engineering, 1999

### BOOKS

1. Gallino, Santiago, and Antonio Moreno, eds. Operations in an Omnichannel World. Vol. 8, Springer Series in Supply Chain Management (Series Ed., C. Tang). Cham, Switzerland: Springer, 2019.

## JOURNAL PUBLICATIONS

2. Poggi, Nicolas, Antonio Moreno, Josep Lluís Berral, Ricard Gavaldà, and Jordi Torres. “Self-adaptive Utility-based Web Session Management.” *Computer Networks*, 2009. Vol 53.10, 1712-1721.
3. Gallino, Santiago, and Antonio Moreno. “Integration of Online and Offline Channels in Retail: The Impact of Sharing Reliable Inventory Availability Information.” *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)
4. Moreno, Antonio, and Christian Terwiesch. “Doing Business with Strangers: Reputation in Online Service Marketplaces.” *Information Systems Research*, 2014. Vol. 25, No. 4, pp. 865–886
5. Bell, David R., Santiago Gallino, and Antonio Moreno. “How to Win in an Omnichannel World.” *MIT Sloan Management Review*, 2014. Vol. 56, No. 1, pp 45-53.
6. Bell, David R., Santiago Gallino, and Antonio Moreno. “Showrooms and Information Provision in Omni-channel Retail”. *Production and Operations Management*, Vol. 24, Issue 3, pp 360-362. [Extended abstract for the 1st POMS Applied Research Challenge 2014 Awards.]
7. Moreno, Antonio, and Christian Terwiesch. “Pricing and Production Flexibility: An Empirical Study of the U.S. Automotive Industry.” *Manufacturing and Service Operations Management*, 2015. Vol. 17, No. 4, pp 428-444.
8. Moreno, Antonio, and Christian Terwiesch. “The Effects of Product Line Breadth: Evidence from the Automotive Industry.” *Marketing Science*, 2017. Vol. 36, No. 2, pp 254-271.
9. Cui, Ruomeng, Santiago Gallino, Antonio Moreno, and Dennis J. Zhang. “The Operational Value of Social Media Information.” *Production and Operations Management*, 2018. Vol. 27, No. 10, pp 1749-1769.
10. Gallino, Santiago, Antonio Moreno, and Ioannis Stamatopoulos. “Channel Integration, Sales Dispersion, and Inventory Management.” *Management Science*, 2017. Vol. 63, No. 9, pp 2813-2831.
11. Bell, David R., Santiago Gallino, and Antonio Moreno. “Offline Showrooms in Omni-channel Retail: Demand and Operational Benefits.” *Management Science*, 2018. Vol. 64, no. 4, pp 1629–1651. [Winner of the 2014 POMS Applied Research Challenge. Workshop on Information Systems Economics Overall Best Paper Award 2014.]
12. Gallino, Santiago, and Antonio Moreno. “The Value of Fit Information in Online Retail: Evidence from a Randomized Field Experiment.” *Manufacturing and Service Operations Management*, 2018. Vol. 20, No. 4, pp 601-800. [Finalist in 2018 Ralph Gomory Best Industry Studies Paper Award.]
13. Bell, David R., Santiago Gallino, and Antonio Moreno. “The Store is Dead – Long Live the Store.” *MIT Sloan Management Review* 59, no. 3 (Spring 2018): 59–66.

14. Bassamboo, Achal, Antonio Moreno, and Ioannis Stamatopoulos. "Inventory Auditing and Replenishment Using Point-of-Sales Data." *Production and Operations Management*, 29, no. 5 (May 2020): 1219–1231.
15. Bell, David R., Santiago Gallino, and Antonio Moreno. "Customer Supercharging in Experience-Centric Channels." *Management Science*, forthcoming.
16. Stamatopoulos, Ioannis, Achal Bassamboo, and Antonio Moreno. "The Effects of Menu Costs on Retail Performance: Evidence from the Adoption of Electronic Shelf Label Technology." *Management Science*, forthcoming.

### **BOOK CHAPTERS**

17. Gurvich, Itai, Martin Lariviere, and Antonio Moreno. "Operations in the On-Demand Economy: Staffing Services with Self-Scheduling Capacity." Chap. 12 in *Sharing Economy: Making Supply Meet Demand*. Vol. 6, edited by Ming Hu, 249–278. Springer Series in Supply Chain Management. Cham, Switzerland: Springer, 2019.
18. Li, Jun, Antonio Moreno, and Dennis Zhang. "Agent Pricing in the Sharing Economy: Evidence from Airbnb." Chap. 20 in *Sharing Economy: Making Supply Meet Demand*. Vol. 6, edited by Ming Hu, 485–504. Springer Series in Supply Chain Management. Cham, Switzerland: Springer, 2019.
19. Gallino, Santiago, and Antonio Moreno. "Operations in an Omnichannel World: Introduction." In *Operations in an Omnichannel World*. Vol. 8, edited by Santiago Gallino and Antonio Moreno, 1–11. Springer Series in Supply Chain Management. Cham, Switzerland: Springer, 2019.
20. Gallino, Santiago, Nil Karacaoglu, and Antonio Moreno. "Whether Weather Matters: Impact of Exogenous Factors on Customers Channel Choice." In *Operations in an Omnichannel World*. Vol. 8, edited by Santiago Gallino and Antonio Moreno, 235–261. Springer Series in Supply Chain Management. Cham, Switzerland: Springer, 2019.

### **CASES AND COURSE MATERIALS**

Shih, Willy C., and Antonio Moreno. "Vanguard Retail Operations (A)." Harvard Business School Supplement 620-105, June 2020.

Shih, Willy C., and Antonio Moreno. "Vanguard Retail Operations (B)." Harvard Business School Supplement 620-105, June 2020.

Moreno, Antonio. "Zara: An Integrated Store and Online Model (A)." Harvard Business School Case 620-073, January 2020.

Moreno, Antonio. "Zara: An Integrated Store and Online Model (B)." Harvard Business School Supplement 620-074, January 2020.

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

### 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)  
Koç University (Turkey)  
Johnson School (Cornell University)  
Harvard Business School

**2020:** Desautels Faculty of Management (McGill University)  
Questrom School of Business (Boston University) [to be rescheduled]  
Kelley School of Management (Indiana University) [to be rescheduled]  
Massachusetts Institute of Technology [to be rescheduled]

## TEACHING EXPERIENCE

### Harvard Business School, Harvard University

RCTOM: Technology and Operations Management (2018-2019)  
HBS-4482: Empirical Technology and Operations Management (2018-2019) [doctoral course]  
Program for Leadership Development (2020-)  
Harvard Business Analytics Program (2018-)  
Executive Education Programs: Custom and Open Enrollment Programs (2018-)

### 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

Adjunct lecturer, 2004-2007  
Taught courses on Operations Management, Decision Models, Design of Production and Logistics Systems, Quantitative Methods for Business, Graphs and Decisions, Industrial Organization.

## INDUSTRY EXPERIENCE

<b>Barcelona Supercomputing Center</b>	Barcelona, Spain
Business Development Manager	2006-2007
Project Manager	2005-2006
<b>City of Barcelona – Institut Municipal d’Informatica</b>	Barcelona, Spain
Project Manager – International Projects and Innovation	2001-2005

**Amena (now Orange)**  
IT Specialist

Barcelona, Spain  
1998-2000

## **SERVICE AND PROFESSIONAL ACTIVITIES**

### **PhD student supervision**

As advisor/co-advisor:

Yannis Stamatopoulos (graduated 2016, joined UT Austin)

Richard Zhiji Xu (graduated 2018, joined Google)

Nil Karacaoglu (graduated 2019, joined Ohio State University).

As dissertation proposal/defense committee member:

Ruomeng Cui (graduated 2014, joined Indiana University, currently at Emory University), Eric Park (graduated 2014, joined University of British Columbia, now at University of Hong Kong), Dennis Zhang (graduated 2016, joined Washington University in St. Louis), Lu Wang (graduated 2016, joined McKinsey), Can Ozkan (graduated 2017, joined Gap)

### **Editorial roles**

Associate Editor at Manufacturing and Service Operations Management

Senior Editor at Production and Operations Management

Guest Associate Editor at Management Science

### **Referee**

Management Science, Operations Research, Manufacturing and Service Operations Management, Information Systems Research, Production and Operations Management, Journal of Marketing Research, 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-) and POMS (2012-). 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**

Finalist in Ralph Gomory Best Industry Studies Paper (2018)  
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)