

MARCELO OLIVARES
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Beauchef 851, of. 624. Santiago, Chile

EDUCATION

University of Pennsylvania, The Wharton School, Philadelphia, PA
PhD, Operations and Information Management, 2007
M.A. in Statistics, 2006

University of Chile, Santiago, Chile
Industrial Engineer, School of Engineering, 2000
B.S., Industrial Engineering, 2000

EXPERIENCE

Associate Professor at Industrial Engineering Department, University of Chile (2018-present)

Assistant Professor at Industrial Engineering Department, University of Chile (2012-present)

Visiting Professor, Operations, Information & Technology, Stanford GSB (2017)

Adjunct Professor, Decisions, Risk and Operations, Columbia Business School (2015-2016).

Associate Professor, Decisions, Risk and Operations, Columbia Business School (2011).

Assistant Professor, Decisions, Risk and Operations, Columbia Business School (2007-2011).

PUBLICATIONS

ResearchId: <https://publons.com/researcher/2278340/marcelo-olivares-acuna/>

ORCID: <https://orcid.org/0000-0001-8465-624X>

Structural estimation of the Newsvendor model: An Application to Reserving Operating Room Time, with C. Terwiesch and L. Cassorla, 2008. *Management Science* 54(1), pp. 41-55.

Competing retailers and inventory: An empirical investigation of General Motors' dealerships in isolated markets, with G. Cachon, 2009. *Management Science* 55(9), pp. 1586-1604
- *Best student paper awarded by the Productions and Operations Management Society.*

Drivers of finished-goods inventory in the U.S. automotive industry, with G. Cachon, 2010. *Management Science*. 56(1), pp. 202-216.

Structural estimation of the effect of stock-outs, with A. Musalem, E. Bradlow, C. Terwiesch and D. Corsten, 2010. *Management Science* 56(7), pp. 1127-1145.

Combinatorial Auctions for Procurement: An Empirical Study of the Chilean School Meals Auction, with Gabriel Weintraub, Daniel Yung and Rafael Epstein. 2012. *Management Science* 58(8), pp 1458-1481.

Measuring the Effect of Queues on Customer Purchases, with Yina Lu, Andres Musalem and Ariel Schilkrut. 2013. *Management Science* 59(8):1743-1763.

- *Best Service SIG Paper Award, 2015.*

- *Finalist for Best Management Science paper, 2016.*

- *1st prize in 2012 M&SOM student paper competition (awarded to Yina Lu)*

Measuring the Performance of Large-Scale Combinatorial Auctions: A Structural Estimation Approach, with Sang Won Kim and Gabriel Weintraub. 2014. *Management Science* 60(5); pp. 1180–1201.

- *Finalist in the 2012 M&SOM student competition (awarded to Sang Won Kim)*

Managing Hospital Recovery Units: An Empirical Study of Capacity Allocation and its Implication on Patient Outcomes, with Song-Hee Kim, Carri Chan and Gabriel Escobar, 2015. *Management Science* 61(1): 19-38.

- *Finalist, Best OM paper published in Management Science, 2018.*

- *Finalist in the Pierskalla Award 2013.*

- *1st prize in 2013 M&SOM student paper competition (awarded to Song Hee Kim).*

Association among Intensive Care Unit Congestion, Intensive Care Unit Admission Decision, and Patient Outcomes, with Song-Hee Kim, Carri Chan and Gabriel Escobar. 2016. *Critical Care Medicine* 44(10) 1814-1821.

Does Adding Inventory Increase Sales? Evidence of a Scarcity Effect in U.S. Automobile Dealerships, with Santiago Gallino and Gerard Cachon. *Management Science* 65(4) 1455—1947 (2019). Available online at <https://pubsonline.informs.org/doi/10.1287/mnsc.2017.3014> .

Empirical Operations Management in MS and M&SOM: A Review of the Last Two Decades, with Christian Terwiesch, Brad Staats and Vishal Gaur. *M&SOM* 22(4) 2020

<https://doi.org/10.1287/msom.2018.0755>

Why empirical research is good for operations management, and what is good empirical operations management? with Marshall Fisher and Brad Staats. *M&SOM* (2020)

<https://doi.org/10.1287/msom.2019.0812>

Retail in High Definition: Monitoring customer assistance through video analytics, with Andres Musalem and Ariel Schilkrut, forthcoming in *M&SOM* (2020)

<https://doi.org/10.1287/msom.2020.0865>

Do Customer Emotions Affect Worker Productivity? An Empirical Study of Emotional Load in Online Customer Contact Centers, with Daniel Altman, Galit B. Yom-Tov, forthcoming in *M&SOM* (special issue in people-centric operations).

Ordering sequential competitions to reduce order relevance: soccer penalty shootouts, with Nils Rudi and Aditya Shetty (2020) forthcoming in *PlosOne*.

UNPUBLISHED WORKING PAPERS

Logistics of Voting in Pandemic: Balancing waiting time with infection risk, with Mondschein, Susana, Ordonez, Fernando, Schwartz, Daniel, Weintraub, Andres, Aguayo, Cristian, Canessa, Gianpiero, Torres, Ignacio, (November 15, 2020). Available at SSRN: https://papers.ssrn.com/sol3/papers.cfm?abstract_id=3734699.

The Social Divide of Social Distancing: Lockdowns in Santiago during the COVID-19 Pandemic, with Carranza, Aldo; Goic, Marcel ; Lara, Eduardo ; Weintraub, Gabriel Y. ; Covarrubia, Julio ; Escobedo, Cristian ; Jara, Natalia ; Basso, Leonardo J. (September, 2020). [download paper from SSRN](#).

Labor Planning and Shift Scheduling in Retail Stores Using Customer Traffic Data, with Daniel Yung (September 2018) . Under review.
https://papers.ssrn.com/sol3/papers.cfm?abstract_id=3695353

INVITED TALKS

Yale University, School of Management (Dec 2018), Georgetown University (Nov 2018) Wharton, OI (Apr 2018), Stanford GSB, OIT (Feb 2017), Boston University (Mar 2015), Kenan-Flagler School of Business, University of North Carolina (Jan 2015), Ross School of Business, University of Michigan (Nov 2014), Universidad de los Andes (Apr 2014), FACEA, Universidad Catolica de Chile (Nov 2013), Universidad Adolfo Ibañez (Nov 2013), Universidad Torcuato Di Tella (Argentina, Dec 2012), Duke University (Apr 2012), Harvard Business School (Dec 2011), Cornell University (Oct 2010), MIT Sloan (Sep 2010), Columbia University, Industrial Organization and Strategy Seminar (May 2010), Smeal School of Business, Penn State (Apr 2010), UCLA Anderson School of Management (Mar 2007)

SELECTED CONFERENCE PRESENTATIONS

ACM Conference in Economics & Computation (EC) 2020, (with Proceedings).
Choice Modeling In The Marketing-Operations Management Interface: Relevance, State Of The Art And Directions For Future Research. *Co-Chair in the 10th Triennial Invitational Choice Symposium, May 2016, Lake Louise, Canada.*
Using Real-Time Operational Data to Increase Labor Productivity in Retail. *M&SOM Conference June 2016, Auckland, New Zealand.*
Does adding inventory increase sales? Evidence of Scarcity effect in the U.S. Automobile Dealerships, *International Industrial Organization Conference, Chicago, April 2014.*
Retail in High Definition: Using Video Analytics in Staffing and Salesforce Planning, *LBS Innovation in Operations Conference, London UK, July 2014.*
Measuring the Performance of Large Scale Combinatorial Auctions: A Structural Estimation Approach, *ACM Conference on Electronic Commerce, Philadelphia, June 2013, NBER Summer Institute Industrial Organization Workshop, July 2012, Boston MA.*
Measuring the effect of queues on customer purchases, *M&SOM Service Operations SIG, June 2011, Ann Arbor, MI.*
Designing Combinatorial Auctions: An Empirical Analysis of the Chilean School Meals Auction, *M&SOM Supply Chain Management SIG, June 2010, Technion, Haifa, Israel.*

SELECTED TEACHING MATERIAL

“Beleza Natural”, with Omar Besbes, Nelson Fraiman, Maria Jose Quinteros and Gabriel Weintraub. Columbia Case Works, September 2011. Case used in the Operations Management MBA core at Columbia Business School (CBS), Stanford GSB, NYU and Purdue.

“Improving Customer Engagement”, with Andrew Shin. Columbia Case Works September 2011. Case used in the Operations Management MBA core at CBS and Dartmouth.

SELECTED COURSES

Universidad de Chile, Industrial Engineering Department.

MBA course in Operations Management (2012-present)

Doctoral course in Empirical Methods in Management Science (2015-present)

Undergraduate course in Statistics and Data Analysis, Operations Management and Economics (2012-present)

Stanford University, GSB

Doctoral course “Empirical Methods in Management Science” (2017)

Columbia Business School

Doctoral course “Empirical Methods in Management Science”, 2015, 2018.

Masters in Management Science & Eng., “Applied Statistics & Data Analysis”, 2015

MBA core course “Operations Management” (2008-2011)

Doctoral course in Mathematical Statistics and Data Analysis (2008-2011)

EXECUTIVE EDUCATION

Entrepreneurship and Competitiveness in Latin America (ECLA), Columbia Business School 2010-present. Student advisor in process improvement projects.

National Retail Federation Convention, Big Ideas session, “Video Communications: Evolving Your Relationship with Customers, Employees and the Bottom Line”, (with CISCO-IBM). New York, Jan 11, 2011.

Stifel Summer School (at Columbia Business School), “Measuring the Effect of Customer Service Levels”, New York, August 4, 2010.

Indian Institute of Management-Ahmedabad (at Columbia Business School), November 9-13, 2009, four sessions on Operations Management.

Taller de Ingenieria y Sistemas, “Incentives in Supply Chain Management”, July 2004, Santiago, Chile.

STUDENT SUPERVISION

Doctoral students:

Decision Risk and Operations, Columbia Business School:

Yina Lu (advisor, post-doc at Wharton)

Sang-Won Kim (advisor, joined CUHK)

Part of the advisory committee for Serdar Simsek, Roger Lederman, Margaret Pierson (2010-2013)

IEOR, Columbia University:

Song Hee (Hailey) Kim (co-advisor, joined Marshall Business School, University of Southern California).

Economics, Columbia University: committee of Carlos Montes (2010)

Wharton, Univ. of Pennsylvania: committee of Santiago Gallino (2012), Antonio Moreno (2011)

Current doctoral students:

Daniel Yung, Sistemas de Ingenieria, Universidad de Chile

Pablo Jofre, Sistemas de Ingenieria, Universidad de Chile

Eduardo Lara, Sistemas de Ingenieria, Universidad de Chile

RESEARCH GRANTS

Principal Investigator, Fondef Project ID19I10303 (2019-2021), “Desarrollo de un sistema integrado de gestión de trasplantes basado en aprendizaje automático y diseño de mercado.”

Principal Investigator, Fondecyt Project #1181201 (2019-2021), “Managing Capacity Utilization in Service Platforms”.

Co-principal Investigator, Fondef Project # IT17I0066 (2018-2020), “Desarrollo de una Plataforma Software-as-a-Service para Apoyar Decisiones de Dotación de Personal en Cadenas de Retail”.

Principal Investigator, Fondef Project # ID16I10122 (2016-2018), “Platform design for the implementation of competitive framework agreements in public procurement”.

Principal Investigator, Fondef Project # IT13I20031 (2014-2016), “Desarrollo de una herramienta para la evaluación económica de niveles de servicio al cliente en retail”.

Principal Investigator, Columbia-Chile grant (2014), "Public Procurement Mechanisms: From Practice to Research (and Back Again)",

Principal Investigator, Fondecyt, Project #1120898 (2012-2016) “Measuring the Value of Customer Service in Retailing” (awarded by Conicyt, Chile, equivalent to NSF)

CIBER/Chazen Research Grant (2010)

Columbia Business School, Social Enterprise Center (2008-2009)

The Wharton School, Baker Retailing Initiative (2006)

AWARDS

SELECTED AWARDS

Management Science Best Paper Award, 2018.

Service Operations Special Interest Group Best Paper Award, 2015.

Management Science Meritorious Service Award, 2012.

Management Science Distinguished Service Award, 2010.

M&SOM Meritorious Service Award, 2009 and 2010.

Winner of Student Paper Competition, Production and Operations Management Society, 2007.

Best Professor, Universidad de Chile, 2016 (Awarded to the top professors throughout the university)

Best Professor Award, MBA, Universidad de Chile, 2012-2018.

Best Professor Award, Departamento de Ingenieria Industrial, Universidad de Chile, 2013, 2014 and 2018.

OPIM Outstanding Scholar Award, The Wharton School, University of Pennsylvania, 2005.

Doctoral Fellowship, The Wharton School, University of Pennsylvania, 2002-2007.

Presidente de la Republica, Fellowship, MIDEPLAN, Chile, 2002.

Best undergraduate thesis, 2001, ICHIO (Chilean OR Society).

Second place in undergraduate thesis competition, 2001, SADIO (Argentinean OR Society).

CONSULTING & OTHER PROJECTS

Principal investigator, “Technical report: Expert assesment and research to improve public procurement of pharmaceutical products in Chile”. Open Contracting Partnership and Central de Abastecimiento (CENABAST).

Principal Investigator, Proyecto Evaluacion Impacto DIPRES (2019-2021), “Diseño y evaluacion de nudges para incentivar ahorro en las compras publicas.”

Walmart Chile (with Charles Thraves). Predicting checkout queue with transaction data. 2018-2019.

Poder Judicial de Chile (with Rafael Epstein and Daniel Yung). Labor allocation system for judges and supporting staff in Chilean courts. 2015-2018.

Fiscalia Nacional Economica. Advisor in economic analysis of antitrust cases, 2015-present.

Estimation of Damages for the “Toilet paper” collusion case in Chile (2016).

Evaluating overcharges in a bidding ring among pharma manufacturers of injectable products in public procurement auctions of the Chilean healthcare system (2016-2018).

Servicio Nacional del Consumidor (Chile’s Bureau of Consumer Protection). Economic Report for the Estimation of Damages for the “Chicken” collusion case in Chile (2017-2018).

Empresa Portuaria San Antonio (EPSA). Efficiency Analysis of Alternative Auction Designs for the new terminals of the Large-scale Port in San Antonio, 2018.

Walmart Chile (with Andres Musalem and Ricardo Montoya). Development of stock-out detection system based on transaction data. 2013-2014.

MEDIA

Chile Press

Diario El Mercurio, May 29, 2018 “Estimación de multas y compensaciones en casos de colusion”.

Revista Portafolio de Retail, Diario Financiero, May 2013, pgs 80-83. “El decisivo factor 10”, summary of the research article “Measuring the Effect of Queues on Customer Purchases”.

U.S. Press

BusinessWeek, October 7 2013. “Are You Too Rich to Wait in Line?”. Reference to article “Measuring the Effect of Queues in Customer Purchases”.

Harvard Business Review “The Daily Stat” October 4, 2013. “Customers Care More About a Line’s Length than How Fast It Moves”. Reference to article “Measuring the Effect of Queues in Customer Purchases”

Strategy+Business, September 19, 2013, “Variety, no quantity, drives car sales”. Reference to article “Does Inventory Affect Sales?”.

Columbia Business School Ideas@Work

“Winning Combinations”, October 31, 2011

“Measuring the Effect of Queues on Customer Purchases”, August 23, 2011

“Dealing with Detroit”, July 28, 2009.

“How Closing Car Dealerships Will Help the Auto Industry”, July 15, 2009.

“Found your dream car? Thank the competition”, March 6, 2008.

SERVICE

Columbia Business School

DRO Recruiting Committee, 2010-2012.

Research Database Committee, 2011-2012.

DRO, Seminar Coordinator, 2008-2011.

Columbia Business School, Teaching Mentor, 2009.

Dpto. Ingenieria Industrial, Universidad de Chile

Advisory Board, Global MBA Program, 2012-present

Advisory Board, Master in Business Engineering, 2014-2015.

Search and Hiring Committee, 2013-present

Member of the IE Department Executive Committee, 2015

Conference Organization

Organizing Committee, Supply Chain Management SIG, Insead, July 2013.

Organizing Committee, M&SOM Conference, Columbia University, June 2012.

Organizing Committee, LBS Conference on Innovation in Operations, 2009-2014

Organizing Committee, Empirical Workshop in Operations Management, 2010-2014.

PROFESSIONAL ACTIVITIES

Editorial work

Department Editor, M&SOM, (2020)

Associate Editor, Management Science, (2014-present).

Associate Editor, MSOM, 2014-present

Senior Editor, POMS, 2014-2018
Associate Editor for MSOM Special Issue on Practice-based Research.
Senior Editor, POMS Special Issue OM in China, 2010.

Reviewer for: Management Science, Manufacturing and Service Operations Management, Operations Research, Production and Operations Management, Marketing Science, Journal of Operations Management, Mathematical Programming, Journal of Econometrics, California Management Review, Conicyt (Chilean NSF).

Other services:

Board member of the Institute of Complex Engineering Systems, Chile, 2016-present.
Director of the advisory group of Fondecyt, Economics & Management area, Conicyt (Chilean Science Foundation) 2017.
Member of the advisory group of Fondecyt, Economics & Management area, Conicyt, 2015-2016.
Practice-oriented research M&SOM award evaluation committee, 2016-2017 (recognizes rigorous work in M&SOM with demonstrated practical impact).
Dantzig Award evaluation committee, 2014-2015. (best dissertation in OR&MS that is innovative and relevant to practice).
Pierskalla Award evaluation committee, 2015 and 2017. (recognizes research excellence in the field of health care management science)
Service Management Best Paper Award evaluation committee, 2016. (recognizes best published work in this area).

Professional memberships:

Institute for Operations Research and Management Science (INFORMS)
Production and Operations Management Society (POMS).