

Santiago Gallino

The Wharton School
University of Pennsylvania
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Professional Experience

The Wharton School

Associate Professor of Marketing (February 2024- present)
Research Director, Baker Retailing Center (July 2022- present)
Charles W. Evans Distinguished Faculty Scholar, Associate Professor (July 2021- present)
Charles W. Evans Distinguished Faculty Scholar, Assistant Professor (July 2020 – June 2021)
Assistant Professor (July 2018 – present)

Tuck School of Business at Dartmouth

Associate Professor of Business Administration without tenure (summer 2017 - summer 2018)
Assistant Professor of Business Administration (summer 2013 - summer 2017)

Education

University of Pennsylvania, (Philadelphia, PA)
Ph.D. in Managerial Science and Applied Economics, May 2013

University of Pennsylvania, (Philadelphia, PA)
A.M. in Statistics, May 2012

IAE Business School, Universidad Austral, (Buenos Aires, ARGENTINA)
MBA, *Summa cum laude*, December 2003

School of Engineering, Universidad de Buenos Aires, (Buenos Aires, ARGENTINA)
M.Sc. in Electrical Engineering, December 1999

Research Interests

Digital Transformation, Retail Management, Empirical Operations Management.

Publications

Published or Forthcoming Publications in Refereed Journals

1. Gallino, S., Karacaoglu, N., Moreno, A., Need for Speed: The Impact of In-Process Delays on Customer Behavior in Online Retail. *Operations Research*. March 2022.

2. Fisher, M., Gallino, S., Netessine, S., Setting Retail Staffing Levels: A Methodology Validated with Implementation. *Manufacturing & Service Operations Management*. November–December 2021.
3. Fisher, M., Gallino, S., Netessine, S., Does Online Training Work in Retail? *Manufacturing & Service Operations Management*. July–August 2021
4. Bell, D., Gallino, S., Moreno, A. Customer Supercharging in Experience-Centric Channels. *Management Science*. September 2020.
5. Fisher, M., Gallino, S., Xu, J., The Value of Rapid Delivery in Omnichannel Retail. *Journal of Marketing Research*, July 2019.
6. Batt, R., Gallino, S., Finding a Needle in a Haystack: The Effects of Searching and Learning on Pick-worker Performance. *Management Science*, June 2019.
 - Winner, 11th Annual Behavioral Operations Conference Best Presentation Award, 2016
7. Gallino, S., Cachon, G. P., Olivares, M. Does Adding Inventory Increase Sales? Evidence of a Scarcity Effect in U.S. Automobile Dealerships. *Management Science*, April 2019.
8. Cui, R., Gallino, S., Moreno, A., Zhang, D., The Operational Value of Social Media Information. *POMS*. October 2018.
9. Gallino, S., Moreno, A., The Value of Fit Information in Online Retail: Evidence from a Randomized Field Experiment. *Manufacturing & Service Operations Management*. Fall 2018.
 - Finalist, 2018 Ralph Gomory Best Industry Studies Paper Award.
10. Fisher, M., Gallino, S., Li, J., Competition-Based Dynamic Pricing in Online Retailing: A Methodology Validated with Field Experiments. *Management Science*, June 2018.
 - Winner, INFORMS Revenue Management and Pricing Section Practice Award, 2015
11. Bell, D., Gallino, S., Moreno, A. Offline Showrooms in Omni-Channel Retail: Demand and Operational Benefits. *Management Science*, April 2018.
 - Finalist Best OM Paper in Management Science 2020
 - Winner, POMS Applied Research Challenge, Production and Operations Management Society (POMS). 2014.
 - Winner, Overall Best Paper Award in the Workshop of Information Systems and Economics, WISE (Workshop of Information Systems and Economics). 2014
12. Gallino, S., Moreno, A. Stamatopoulos, I., Channel Integration, Sales Dispersion, and Inventory Management. *Management Science*, September 2017.
13. Gallino, S., Moreno, A. Integration of Online and Offline Channels in Retail: The Impact of Sharing Reliable Inventory Availability Information. *Management Science*, June 2014.
 - Finalist, MSOM Society's 2017 Best OM Paper in Management Science.

Submitted

- i. Escamilla, R., Fransoo, J., Gallino, S., Order-Based Trade Credits and Operational Performance in the Nanostore Retail Channel. *Invited for revision, Management Science*.
- ii. Gallino, S., Karacaoglu, N., Moreno, A., Algorithmic Assortment Curation: An Empirical Study of Buybox in Online Marketplaces. *Invited for revision, Manufacturing & Service Operations Management*.
- iii. Deller, C., Gallino, S., Pay for Quantity or Time? Implications for Work Speed and Quality. *Invited for revision, Journal of Accounting Research*.
- iv. Cachon, G. P., Gallino, S., Xu, J., Free Shipping Is Not Free: A Data-Driven Model to Design Free-Shipping Threshold Policies. *Invited for revision, Management Science*

- v. Gallino, S., Moreno, A., Rooderkerk, R., Omnichannel Fulfillment Dilemmas: Customer Preferences and Manager Perceptions. *Invited for revision, Production and Operations Management*.
- vi. Gallino, S., Kaaua, D., Terwiesch, C., Mehta, S. The Impact of Waiting Location on Customer Satisfaction: An Empirical Analysis of Preoperative Patient Flow. *Invited for revision, Manufacturing & Service Operations Management*.

Other articles

- i. Bell, D., Gallino, S., Moreno, A. How to Win in an Omnichannel World. *MIT Sloan Management Review*, September 16, 2014. Vol. 56, No. 1, 45-53.
- ii. Bell, D., Gallino, S., Moreno, A. The Store Is Dead—Long Live the Store. *MIT Sloan Management Review*, April 1, 2018. Vol. 59, No. 3, 59-66.
- iii. Fisher, M., Gallino, S., Netessine, S., Retailers Are Squandering Their Most Potent Weapons. *Harvard Business Review*, January-February, 2019.
 - HBR Top 25 most popular articles 2019.
- iv. Whether Weather Matters: Impact of Exogenous Factors on Customers Channel Choice. Gallino, S., Karacaoglu, N., Moreno, A. in *Springer Series in Supply Chain Management*, C. Tang (Series Ed.). 2019.
- v. Gallino, S., Rooderkerk, R. New Product Development in an Omnichannel World. *California Management Review*. September 2020.
- vi. Fisher, M., Gallino, S., Li, J., A Step-by-Step Guide to Real-Time Pricing. *Harvard Business Review*, November-December, 2023.
 - Finalist for the annual HBR Prize 2023.
- vii. Bell, D., Gallino, S., Moreno, A. Are Everywhere Stores the New Face of Retail? *MIT Sloan Management Review*, December, 2023.

Books

Operations in an Omnichannel World. Santiago Gallino and Antonio Moreno (Ed.), in *Springer Series in Supply Chain Management*, C. Tang (Series Ed.). 2019.

Invited papers

Bell, D., Gallino, S., Moreno, A. Showrooms and Information Provision in Omni-channel Retail. *Production and Operations Management*, September 2014.

Teaching Cases

Keg & Table: Evaluating an Omnichannel Intervention in Retail (with Antonio Moreno)
 Buy Online, Pickup in Store: Evaluating an Omnichannel Intervention in Retail (with Antonio Moreno and Amy Klopfenstein)

Research in Progress

- Pricing Challenges in Retail Platforms (with Nil Karacaoglu and Antonio Moreno).
- How May I Help You? Multitasking in Services (with Bob Batt).

Academic Service and Affiliations

Associate Editor for:

Manufacturing & Service Operations Management. 2020 – present.
Management Science. 2022 – present.
Operations Research 2022 – present

Reviewer for:

Management Science. Distinguished Service Award. 2018, 2015; Meritorious Service Award. 2020, 2017.
Manufacturing & Service Operations Management. Meritorious Service Award. 2019, 2017, 2016.
Production and Operations Management.
Journal of Marketing.
Journal of Marketing Research.

Session and Cluster Chair:

SIG Supply Chain Day Chair at MSOM (2020 – Conference Cancelled COVID)
Session Chair at INFORMS (2015, 2016, 2017, 2019) and POMS (2013, 2014, 2015, 2019).
Cluster Chair of the Service SIG at INFORMS (2015)
Judge MSOM Student Paper Competition (2014, 2015, 2016, 2017, 2018, 2019)

PhD Student Supervision

As dissertation proposal/defense committee member:

Kaaua Dawson (graduated 2020, The Wharton School, placed at Georgetown University).
Nil Karacaoglu (graduated 2019, Kellogg School of Management, placed at Ohio State University).
Yannis Stamatopoulos (graduated 2016, Kellogg School of Management, placed at UT Austin).

Teaching

The Wharton School:

OIDD 101: 2019-current

Tuck School of Business:

Decision Science: 2013-2018

Retail Operations: 2014-2018

Decision Science – Bridge Program: 2014-2016

Online Course:

Retail Fundamentals

(<https://www.edx.org/course/retail-fundamentals-2>)

Omnichannel Strategy and Management

(<https://www.edx.org/course/omnichannel-strategy-and-management>)

Retail Digital Supply Chain

(<https://www.coursera.org/learn/wharton-retail-supply-chain>)

Scholarships and Awards

Management Science Best Paper Award in Operations Management – Finalist, 2021
M&SOM Best Paper Award – Finalist, 2021
The Management Science Distinguished Service Award, 2021
Wickham Skinner Early-Career Research Accomplishments Award, POMS, 2020

The Management Science Meritorious Service Award, 2020
M&SOM Meritorious Service Award 2019
The Fishman-Davidson Center, 2018
Daniel R. Revers T'89 Faculty Fellow, 2017
The Management Science Meritorious Service Award, 2017
Finalist, MSOM Society's 2017 Best OM Paper in Management Science.
Winner, 11th Annual Behavioral Operations Conference Best Presentation Award, 2016
Winner, INFORMS Revenue Management and Pricing Section Practice Award, 2015
Winner, POMS Applied Research Challenge, Production and Operations Management Society (POMS). 2014
Winner, Overall Best Paper Award in the Workshop of Information Systems and Economics, WISE (Workshop of Information Systems and Economics). 2014
Semi-finalist in the Junior Faculty Interest Group Paper Competition, INFORMS-JFIG. 2013
OPIM Scholar Award, 2011
Doctoral Fellowship, The Wharton School, 2008-2012
The Fishman-Davidson Center. 2012
Jay H. Baker Retailing Grant, 2009, 2012
Mack Center for Technological Innovation, 2011
Russell Ackoff Doctoral Student Fellowship, 2010

Invited Talks

- The Ohio State University, Fisher College of Business, February 2024, Columbus, OH.
- International Research Workshop. School of Business, Torcuato Di Tella University, December 2023, Buenos Aires, Argentina.
- Syracuse University, Salzberg Memorial Program Academic Day, November 2023, Syracuse, NY.
- EWG Retail Operations Annual Meeting. September 2023, Stockholm, Sweden.
- Consortium for Operational Excellence in Retail, June 2023, The Wharton School, Philadelphia, PA.
- McCombs School of Business. The University of Texas at Austin. April 2023, Austin, Texas.
- Carlson School of Management. University of Minnesota. April 2023, Minneapolis, Minnesota.
- Consortium for Operational Excellence in Retail. June 2022, Virtual Seminar.
- European Quant Marketing Seminar - SIG Retailing. April 2022, Virtual Seminar.
- Questrom School of Business. Boston University. April 2022, Virtual Seminar.
- Consortium for Operational Excellence in Retail, May 2021, Virtual Seminar.
- Foster School of Business, University of Washington, February 2021, Virtual Seminar.
- Mills Fabrica, June 2020, Hong Kong – Virtual Seminar.
- Consortium for Operational Excellence in Retail, May 2020, HBS, Boston, MA.
- School of Business, Torcuato Di Tella University, November 2019, Buenos Aires, Argentina.
- IESE Business School, October 2019, Barcelona, Spain.
- Rotterdam School of Management, Erasmus University, October 2019, Rotterdam, Netherlands.
- Kuehne Logistics University - KLU, October 2019, Hamburg, Germany.
- Fashion Operations Conference, October 2019, Imperial College Business School, London, UK.
- Cátedra Fundación Ramón Areces, Universidad de Oviedo, May 2019, Oviedo, Spain.
- Consortium for Operational Excellence in Retail, May 2019, HBS, Boston, MA.
- Workshop: Future of Retail Operations, Technical University of Munich, October 2018, Heilbronn, Germany.
- Columbia Business School, Columbia University, October 2018, New York, NY.
- *Key Note Speaker*. 8th LATAM Retail Congress, October 2018, Santiago, Chile.
- Ross School of Business, University of Michigan, September 2018, Ann Arbor, MI.
- *Key Note Speaker*. 3rd EURO Working Group Meeting on Retail Operations, May 2018, Eindhoven, The Netherlands.
- London Business School, February 2018, London, UK.
- UNC Kenan-Flagler Business School, January 2018, Chappel Hill, NC.
- The Wharton School, UPenn, December 2017, Philadelphia, PA.
- Kellogg School of Management at Northwestern University, November 2017, Evanston, IL.
- University of Notre Dame, Mendoza College of Business, August 2017, South Bend, IN.
- Consortium for Operational Excellence in Retail, May 2017, HBS, Boston, MA.
- Operations Management Seminar, April 2017, Mc Gill University, Montreal, Canada.
- Fashion Operations Conference, February 2017, IESE Business School, New York City, NY.
- 2016 Kümpem Forum Retail Conference, May 2016, Koç University, Istanbul, Turkey.
- Consortium for Operational Excellence in Retail, May 2016, The Wharton School, Philadelphia, PA.
- Operations Management Seminar, April 2016, Boston University, Boston, MA.
- Consortium for Operational Excellence in Retail, May 2015, HBS, Boston, MA.

- Fashion Operations Conference, March 2015, IESE Business School, Barcelona, Spain.
- Consortium for Operational Excellence in Retail, May 2014, The Wharton School, Philadelphia, PA.
- POMS Conference 2014 (May 2014, Atlanta, GA). POMS Applied Research Challenge (ARC) Finalist.
- Academic Workshop and Workshop Retail CERET, January 2014, University of Chile, Santiago de Chile.
- Tuck Operations Workshop, September 2013, Tuck School, Hanover, NH.
- Consortium for Operational Excellence in Retail, May 2013, HBS, Boston, MA.
- Job market talks (December 2012- March 2013): Columbia University, Cornell University, Dartmouth College, Duke University, Harvard University, Johns Hopkins University, Northwestern University, University of Michigan, University of North Carolina at Chapel Hill, University of Texas at Austin, University of Texas at Dallas, University of Wisconsin-Madison.
- Empirical Workshop in Operations Management, October 2012, The Wharton School, Philadelphia, PA.
- Consortium for Operational Excellence in Retail, May 2012, The Wharton School, Philadelphia, PA.
- Dana Clyman Research Seminar Series, November 2011, Darden School of Business, Charlottesville, VA.
- Consortium for Operational Excellence in Retail, May 2011, HBS, Boston, MA.