

## Gloria Urrea, PhD

Leeds School of Business • Strategy, Entrepreneurship and Operations  
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### Academic Positions

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**Leeds School of Business**, University of Colorado, Boulder, CO, USA.

- Assistant Professor (Strategy, Entrepreneurship and Operations). June 2019 - Present.

**Kelley School of Business**, Indiana University, Bloomington, IN, USA.

- Visiting Scholar (Operations and Decision Technologies). February 2017 - May 2019.

### Education

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**PhD in Economics**. Università della Svizzera italiana (USI), Switzerland. June 2018.

**Master of Advanced Studies in Humanitarian Logistics and Management**. USI, Switzerland. July 2015.

**MSc in Economics, Major in Management**. USI, Switzerland. July 2013.

**BSc in Industrial Engineering**. Universidad Nacional de Colombia, Colombia. September 2009.

### Research Interests

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Operations Management, Relief and Development Operations, Donations, Behavioral Operations, Supply Chain Management.

### Accepted and Published Papers

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1. Volunteer Management in Charity Storehouses: Experience, Congestion and Operational Performance. With A.J. Pedraza-Martinez and M. Besiou. *Production and Operations Management*, 2019, 28(10): 2653-2671.
2. Operational Transparency on Crowdfunding Platforms: Effect on Donations for Emergency Response. With J. Mejia and A.J. Pedraza-Martinez. *Production and Operations Management*, 2019, 28(7): 1773–1791.
  - *Best Paper Award Runner-Up*, Humanitarian Operations Track, POMS 2019.
  - *Finalist of the Kable Family Research Award*, Leeds School of Business 2020.
3. Exploratory Analyses of Relief and Development Operations using Social Networks. With S. Villa and P. Gonçalves. *Socio-Economic Planning Sciences*, 2016, 56: 27-39.

### Working Papers and Work in Progress

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4. To Earmark or to Non-Earmark? The Role of Control, Transparency, Salience and Warm-Glow. With Ö. Özer and S. Villa. Status: In preparation for submission to *Manufacturing & Service Operations Management*.
  - *Finalist - Best Working Paper Competition*, Behavioral Operations Management Cluster, INFORMS 2021.

5. The Role of Volunteer Experience on Performance on Online Volunteering Platforms. With E. Yoo. Status: Invited for a third-round review at *Production and Operations Management*.
  - *Best Paper Award Winner*, Humanitarian Operations Track, POMS 2021.
6. Service Quality, Competition and Poverty: An Analysis of African Mobile Money Agents. With D. Drake and K. Balasubramanian. Status: Invited for a second-round review at *Journal of Operations Management*.
7. Service Level and Expedited Shipping: Behavioral Regularities and the Role of Salience and Contracts. With J.A. Castañeda and S. Villa. Status: In preparation for submission to *Production and Operations Management*.
8. Linking Funding Strategies and Diversification: The Case of Humanitarian Organizations. With S. Villa and E. Quintane. Status: Under review at *Manufacturing & Service Operations Management*.
9. Industrialization of Charitable Services: The Role of Standards in Funding Emergencies. With J. Mejia and A.J. Pedraza-Martinez. Status: Working paper.
10. Behavioral Responses to Nonprofit Metrics: Efficiency vs. Impact. With H. Rahemi and L. Valdes. Status: Data analysis.

## Book Chapters

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11. Private Donations for Humanitarian Operations. With A.J. Pedraza-Martinez. In *Decision-making in Humanitarian Operations: Strategy, Behavior and Dynamics*. Edited by S. Villa, G. Urrea, J.A. Castañeda and E. Larsen. 2019. London: Palgrave Macmillan.
12. Innovating Short-Term Preparedness Actions using Climate Information. With M. Bailey. In *Decision-making in Humanitarian Operations: Strategy, Behavior and Dynamics*. Edited by S. Villa, G. Urrea, J.A. Castañeda and E. Larsen. 2019. London: Palgrave Macmillan.

## Edited Books

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*Decision-making in Humanitarian Operations: Strategy, Behavior and Dynamics*. With S. Villa, J.A. Castañeda and E. Larsen. 2019. London: Palgrave Macmillan.

## Awards and Honors

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- *Finalist - Best Working Paper Competition*, Behavioral Operations Management Cluster, INFORMS • October 2021.
- *Best Paper Award Winner*, Humanitarian Operations Track, POMS • May 2021.
- *Kolb Teaching Award in 2020* for the curriculum development for the course Principles of Operations Management, Leeds School of Business • Boulder, October 2020.
- *Finalist of the Kable Family Research Award for Outstanding Leeds School Publication in 2019*, Leeds School of Business • Boulder, May 2020.
- *Best Paper Award Runner-Up*, Humanitarian Operations Track, POMS • Washington, May 2019.
- *Best Master Thesis Award*, MASHLM, USI • Lugano, July 2015.
- *Cohort's best GPA*, Master in Management, USI • Lugano, November 2013.
- *Cohort's best GPA*, Industrial Engineer, Universidad Nacional de Colombia • Medellín, September 2009.

## Grants

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- **Doctoral Mobility Fellowship for 2017 (SNF N° P1T1P1\_171887) and for 2018 (SNF N° P1TIP1\_178664) - Swiss National Science Foundation.** Visiting Researcher at the Department of Operations and Decision Technologies, Kelley School of Business at Indiana University, Bloomington.
- **Doctoral Grant 2016 (SNF N° 100018\_165809) - Swiss National Science Foundation.** Project: “Studying Humanitarian Organizations using Common Pool Resources.”

## Teaching Interests

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Operations Management, Supply Chain Management, Humanitarian Logistics, Project Management, Business Analytics, Decision Making, Strategy, Social Networks, Experimental Methods.

## Teaching Experience

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**University of Colorado, Leeds School of Business (USA) • Undergraduate Program.**

Professor, Principles of Operations Management, 4 sections. Fall 2021.

Professor, Principles of Operations Management, 6 sections. Fall 2020.

Professor, Principles of Operations Management, 4 sections. Fall 2019.

**Universidad de la Sabana (Colombia) • PhD Program.**

Professor, Introduction to Experimental Methods. Fall 2018.

**Università della Svizzera italiana (Switzerland) • Master Programs.**

Teaching Assistant, Project Management. Fall 2015.

Teaching Assistant, Applied Social Entrepreneurship. Fall 2014.

Teaching Assistant, Operations Management. Spring 2014, 2015.

## Supervision to Students

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- Jiali Wang. 2018. *The role of personality traits and preferred rewards in reducing resistance to organizational change in the hospitality industry in the Netherlands.* Master thesis at TIAS Business School.
- Seyedahmad Ahanshahrad. 2017. *The impact of social media and brand popularity on total sales in fashion industry.* Master thesis at TIAS Business School.

## Invited Talks and Academic Presentations

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- The Role of Volunteer Experience on Performance on Online Volunteering Platforms. Tilburg University (online), Tilburg, The Netherlands, September 2021.
- The Role of Volunteer Experience on Performance on Online Volunteering Platforms. University of Colorado Boulder, Leeds School of Business (faculty seminar), Boulder, CO, USA, July 2021.
- Industrialization of Charitable Services: The Role of Standards in Funding Emergencies. POMS (online), USA, May 2021.
- Linking Funding Strategies and Diversification: The Case of Humanitarian Organizations. POMS (online), USA, May 2021.

- When to Offer Earmarking: Effect on Donors' Decisions, Altruism and Warm-Glow. INFORMS (online), USA, November 2020.
- A Supply Chain Perspective on the COVID-19 Pandemic. Denver Business Series, Denver, CO, USA, July 2020.
- A Supply Chain Perspective on the COVID-19 Pandemic. COVID-19 Webinar Series at the Leeds School of Business, Boulder, CO, USA, April 2020.
- Relational Strategies and Diversification in Nonprofit Organizations. INFORMS, Seattle, WA, USA, October 2019.
- Volunteer Management in Charity Storehouses. INFORMS, Seattle, WA, USA, October 2019.
- Relational Strategies and Diversification in Nonprofit Organizations. AOM, Boston, MA, USA, August 2019.
- Operational Transparency on Crowdfunding Platforms: Effect on Donations for Emergency Response. POMS, Washington, DC, USA, May 2019.
- Volunteer Management in Charity Storehouses. POMS, Washington, DC, USA, May 2019.
- Stay Dependent: Relational Strategies to Reduce Current and Future Uncertainty. POMS, Washington, DC, USA, May 2019.
- Operational Transparency on Crowdfunding Platforms: Effect on Donations for Emergency Response. Pennsylvania State University, State College, PA, USA, February 2019.
- Operational Transparency on Crowdfunding Platforms: Effect on Donations for Emergency Response. University of Colorado Boulder, Leeds School of Business, Boulder, CO, USA, December 2018.
- Operational Transparency on Crowdfunding Platforms: Effect on Donations for Emergency Response. Tilburg University, Tilburg, The Netherlands, December 2018.
- Operational Transparency on Crowdfunding Platforms: Effect on Donations for Emergency Response. Portland State University, Portland, OR, November 2018.
- Transparency in Crowdfunding for Emergency Management. DSI, Chicago, IL, USA, November 2018.
- Volunteer Management in Charity Storehouses. DSI, Chicago, IL, USA, November 2018.
- Transparency in Crowdfunding for Emergency Management. INFORMS, Phoenix, AZ, USA, November 2018.
- In Need of Aid: Funding Uncertainty and Diversification in Humanitarian Operations. INFORMS, Phoenix, AZ, USA, November 2018.
- Transparency in Crowdfunding for Emergency Management. MSOM, Dallas, TX, USA, July 2018.
- Volunteer Management in Charity Storehouses. POMS, Houston, TX, USA, May 2018.
- In Need of Aid: Funding Uncertainty and Diversification in Humanitarian Operations. POMS, Houston, TX, USA, May 2018.
- Volunteer Management in Charity Storehouses. INFORMS, Houston, TX, USA, October 2017.
- Studying Interactions of Humanitarian Organizations in Relief Operations. POMS, Seattle, WA, USA, May 2017.
- Humanitarian Organizations Dilemma: Improving Collective Performance while Competing for Scarce Resources. POMS, Orlando, FL, USA, May 2016.
- Exploratory Analyses of Humanitarian Operations through Social Networks. POMS, Washington, DC, USA, May 2015.
- Exploring Duplicate Orders in a Single Manufacturer Multiple Distributor Supply Chain. System Dynamics Society, Delft, Netherlands, July 2014.

## Academic Service

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- Administrative Positions
  - VP Outreach of the College of Humanitarian Operations and Crisis Management, POMS. 2021-2023.
  - Treasurer of the College of Humanitarian Operations and Crisis Management, POMS. 2019-2021.
  - Program Manager of the Master of Advanced Studies in Humanitarian Operations and Supply Chain Management (MASHOM) at USI, Switzerland. 2016.
- Conferences
  - Cluster Co-Chair for Behavioral Operations Management (BOM) at INFORMS Conference 2021.
  - Co-organizer POMS Mini-Conference 2021, Humanitarian Operations and Crisis Management track.
  - Session Chair for INFORMS Conference, Public Sector OR and BOM tracks.
  - Session Chair for POMS Conference, Humanitarian Operations and Crisis Management track.
  - Organizer of the Conference “Actions for Humanitarian Impact”, Switzerland. 2013.
- Journal Referee
  - Production and Operations Management (POM), Journal of Operations Management (JOM), Decision Sciences Journal (DSJ).
  - Ad-Hoc: Journal of Humanitarian Logistics and Supply Chain Management (JHLSCM), Journal of the Operational Research Society (JORS).

## Memberships

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- Institute for Operations Research and the Management Sciences (INFORMS).
- Manufacturing & Service Operations Management Society (MSOM).
- Production and Operations Management Society (POMS).
- Academy of Management (AOM).

## Professional Experience

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- Doctoral Assistant, Università della Svizzera italiana, Switzerland. September 2013 - December 2016.
- Program Manager, Università della Svizzera italiana, Switzerland. January - December, 2016.
- Consultant, Valid International, Switzerland. November - December, 2016.
- Consultant, Swiss Red Cross, Switzerland. June - December, 2016.
- Consultant, Red Cross/ Red Crescent Climate Centre, Switzerland. November 2015 - December 2016.
- Intern, UNICEF Supply Division, Denmark. September - October, 2014.
- Marketing Analyst, Avon, Colombia. May 2010 - January 2012.
- Administrative Human Resources Analyst, Avon, Colombia. February 2009 - May 2010.
- Entrepreneur, Bordeart, Colombia. August 2006 - January 2012.

## Personal

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Languages: Spanish (native), English (fluent), Italian (fluent), German (basic).

Hobbies: Traveling, swimming, running, dancing.