

# 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<sup>1</sup>

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1. Villa, S., J.A. Castañeda, G. Urrea. 2025. Expedited Shipping to Meet a Target Service Level: Analytical Recommendations and Behavioral Biases. *Production and Operations Management*, 34(7): 1650-1662.
2. Özer, Ö., G. Urrea\*, S. Villa. 2024. To Earmark or to Non-Earmark? The Role of Control, Transparency, and Warm-Glow. *Manufacturing & Service Operations Management*, 26(2): 739-757.
  - *Runner-Up, Best Paper Award*, Humanitarian Operations Track, POMS 2023.
  - *Honorable Mention, Best Working Paper Competition*, Behavioral Operations Management Cluster, INFORMS 2021.
3. Balasubramanian, K., D. Drake, G. Urrea\*. 2023. The Impact of Poverty on Base of the Pyramid Operations: Evidence from Mobile Money in Africa. *Journal of Operations Management*, 69(4): 616-642.
  - *Winner, CESR Highest Impact Paper Award*, Leeds School of Business 2023.
4. Urrea, G.\*, E. Yoo. 2023. The Role of Volunteer Experience on Performance on Online Volunteering Platforms. *Production and Operations Management*, 32(2): 416-433.
  - *Winner, CESR Highest Impact Paper Award*, Leeds School of Business 2022.
  - *Winner, Best Paper Award*, Humanitarian Operations Track, POMS 2021.

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<sup>1</sup> The star, \*, indicates that the authors contributed equally to the research.

The diamond, ♦, indicates that the coauthor was a student when the research started.

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

## Working Papers and Work in Progress

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8. Villa, S., G. Urrea, G. Ball, J. Gray. Generic Drug Transparency: Testing a Regulatory Policy Proposal. Status: Under review at *Manufacturing & Service Operations Management*.
  - *Finalist, Chan Hahn Best Paper Award*, Operations & Supply Chain Management Division, AOM 2025.
  - *Honorable Mention, Best Healthcare Paper Competition*, Healthcare Operations Track, POMS 2024.
9. Urrea, G., S. Villa, E. Quintane. Focused versus Diversified Nonprofit Organizations: Matching Operations Strategies with Donor Types. Status: Major Revision at *Production and Operations Management*.
10. Tipnis, V.<sup>◊</sup>, E. Yoo, G. Urrea, F. Gao. AI-Powered Philanthropy: Carryover Effects on Volunteer Engagement. Status: Under second-round review at *Manufacturing & Service Operations Management*.
  - *Winner, Best Student Paper Competition*, Service Science Track, INFORMS 2024.
  - *Runner-Up, Best Paper Award*, Humanitarian Operations Track, POMS 2024.
11. Ball, G., R. Beer, R. Parker, G. Urrea\*, S. Villa. Revealing the NHTSA Nudge: Recall Decision-Making Transparency in the Automotive Industry. Status: Major Revision at *Production and Operations Management*.
12. Rua-Gomez, C., G. Urrea, M. Cruz, J. Arias-Gaviria. More Graduated but Less Promoted: A Dynamic Perspective of the Leaky Pipeline of Women in Academic Science, Technology, Engineering, and Mathematics. Status: Under second-round review at *European Journal of Operational Research*.
13. Urrea, G., X. Huang, D. Zhang. The Impact of Pricing on Cancellations at a High-End U.S. Hotel. Status: Under second-round review at *Cornell Hospitality Quarterly*.
14. Yoo, E., G. Urrea\*. A Little Goes a Long Way: How Investments Boost Volunteer Productivity. Status: Working paper.
  - *Finalist, Best Paper Award*, Humanitarian Operations Track, POMS 2025.
15. Urrea, G., S. Villa, E. Yoo, G. Burtch. Volatile Gifts: How Price Trends and Urgency Shape Cryptocurrency Donation Decisions. Status: Working paper
  - *Winner, Best Paper Award*, Humanitarian Operations Track, POMS 2024.
16. Rahemi, H.<sup>◊</sup>, G. Urrea, L. Valdes. Donor Responses to Nonprofit Operational Performance Metrics. Status: Working paper.

## Book Chapters

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17. Urrea, G.\*, E. Yoo. 2025. Exploring the Landscape of Online Volunteering. In *Nonprofit Operations and Supply Chain Management: Theory and Practice*. Edited by G. Berenguer and M. Sohoni. Cham: Springer Nature Switzerland.
18. Urrea, G., A.J. Pedraza-Martinez. 2019. Private Donations for Humanitarian Operations. In *Decision-making in Humanitarian Operations: Strategy, Behavior and Dynamics*. Edited by S. Villa, G. Urrea, J.A. Castañeda and E. Larsen. London: Palgrave Macmillan.
19. Urrea, G., M. Bailey. 2019. Innovating Short-Term Preparedness Actions using Climate Information. In *Decision-making in Humanitarian Operations: Strategy, Behavior and Dynamics*. Edited by S. Villa, G. Urrea, J.A. Castañeda and E. Larsen. London: Palgrave Macmillan.

## Edited Books

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

## Awards and Honors

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- *Finalist, Chan Hahn Best Paper Award*, Operations & Supply Chain Management Division, AOM 2025.
- *Finalist, Best Paper Award*, Humanitarian Operations Track, POMS, Atlanta 2025.
- *Senior Member*, INFORMS, 2025.
- *Meritorious Service Award for Reviewers at M&SOM*, 2024.
- *Winner, Best Student Paper Competition*, Service Science Track, INFORMS, Seattle 2024.
- *Dean's Rising Star Research Award*, Leeds School of Business, Boulder 2024.
- *Winner, Best Paper Award*, Humanitarian Operations Track, POMS, Minneapolis 2024.
- *Runner-Up, Best Paper Award*, Humanitarian Operations Track, POMS, Minneapolis 2024.
- *Honorable Mention, Best Healthcare Paper Competition*, Healthcare Operations Track, POMS, Minneapolis 2024.
- *Runner-Up, Best Paper Award*, Humanitarian Operations Track, POMS, Orlando 2023.
- *Winner, CESR Highest Impact Paper Award*, Leeds School of Business, Boulder 2023.
- *Winner, CESR Highest Impact Paper Award*, Leeds School of Business, Boulder 2022.
- *Honorable Mention, Best Working Paper Competition*, Behavioral Operations Management Cluster, INFORMS 2021.
- *Winner, Best Paper Award*, Humanitarian Operations Track, POMS 2021.
- *Kolb Teaching Award in 2020* for the curriculum development for the course Principles of Operations Management, Leeds School of Business, Boulder 2020.
- *Finalist, Kable Family Research Award for Outstanding Leeds School Publication in 2019*, Leeds School of Business, Boulder 2020.
- *Runner-Up, Best Paper Award*, Humanitarian Operations Track, POMS, Washington 2019.
- *Best Master Thesis Award*, MASHLM, USI, Lugano 2015.
- *Cohort's best GPA*, Master in Management, USI, Lugano 2013.
- *Cohort's best GPA*, Industrial Engineering, Universidad Nacional de Colombia, Medellín 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, Transportation and Logistics, Experimental Methods.

## Teaching Experience

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

Professor, Transportation and Logistics, 1 section. Fall 2025.

Professor, Transportation and Logistics, 1 section. Fall 2024.

Professor, Transportation and Logistics, 1 section. Fall 2023.

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

Professor, Principles of Operations Management, 5 sections. Fall 2025.

Professor, Principles of Operations Management, 3 sections. Fall 2024.

Professor, Principles of Operations Management, 4 sections. Fall 2023.

Professor, Principles of Operations Management, 6 sections. Fall 2022.

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 and Collaboration with Students

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- Hasti Rahemi. 2023. *Behavioral Responses to Nonprofit Metrics: Efficiency vs. Output*. Chapter of PhD dissertation at Leeds School of Business.
- 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

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- AI-Powered Philanthropy: Carryover Effects on Volunteer Engagement. Rotman School of Management, University of Toronto, Toronto, Ontario, Canada, December 2025.
- Donor Responses to Nonprofit Operational Performance Metrics. Tilburg University, Tilburg, The Netherlands, June 2025.
- Generic Drug Transparency: Testing a Regulatory Policy Proposal. Wisconsin School of Business, University of Wisconsin-Madison, Madison, WI, USA, September 2024.
- Exploring the Landscape of Online Volunteering. Washington State University, Pullman, WA, USA, April 2024.
- The Role of Volunteer Experience on Performance on Online Volunteering Platforms. Darden School of Business, University of Virginia, Charlottesville, VA, USA, May 2022.
- 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.
- 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.
- 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.

## Academic Presentations in Conferences

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- Focused versus Diversified Nonprofit Organizations: Matching Operations Strategies with Donor Types. HOPE Research Workshop, Notre Dame, IN, USA, September 2025.
- AI-Powered Philanthropy: Effects on Volunteer Productivity. POMS, Atlanta, GA, USA, May 2025.
- Cognitive Biases in Cryptocurrency Donations: The Influence of Market Changes and Urgency. POMS, Minneapolis, MN, USA, April 2024.
- Offline Investments and Online Volunteers' Productivity. POMS, Minneapolis, MN, USA, April 2024.
- Offline Incentives and Online Volunteers' Productivity. INFORMS, Phoenix, AZ, USA, October 2023.
- Crypto Donor Decision-Making: How Market Trends and Urgency Influence Crypto Philanthropy. Behavioral Operations Conference, Baltimore, MD, USA, June 2023.
- To Earmark or to Non-Earmark? The Role of Control, Transparency, and Warm-Glow. POMS, Orlando, FL, USA, May 2023.
- To Earmark or to Non-Earmark? The Role of Control, Transparency, Salience and Warm-Glow. Behavioral Operations Conference, Fayetteville, AR, USA, June 2022.
- To Earmark or to Non-Earmark? The Role of Control, Transparency, Salience and Warm-Glow. POMS (online), USA, April 2022.

- The Role of Volunteer Experience on Performance on Online Volunteering Platforms. POMS (online), USA, April 2022.
- Linking Funding Strategies and Diversification: The Case of Humanitarian Organizations. POMS (online), USA, April 2022.
- 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.
- 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.
- 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/President-Elect of the Behavioral Operations Management Cluster, INFORMS. 2024-2026.
  - Treasurer of the Behavioral Operations Management Cluster, INFORMS. 2022-2024.
  - 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.

- Conferences
  - Track Co-Chair for Behavioral Operations Management at POMS Conference 2025.
  - Co-organizer of the Early Career Sustainable Operations Management Workshop, Leeds School of Business, February 2025.
  - Co-organizer of the Behavioral Operations Conference, Leeds School of Business, June 2024.
  - Track Co-Chair for Humanitarian Operations and Crisis Management at POMS Conference 2024.
  - 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 and BOM tracks.
- Journal Referee
  - Editorial Review Board member for Production and Operations Management (POM) and Decision Sciences Journal (DSJ).
  - Ad-hoc referee for Management Science (MS), Manufacturing & Service Operations Management (MSOM), Journal of Operations Management (JOM) and Journal of Humanitarian Logistics and Supply Chain Management (JHLSCM).

## 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 (basic), German (basic).

Hobbies: Traveling, swimming, running, dancing.