Gloria Urrea, PhD

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Academic Positions

Leeds School of Business, University of Colorado, Boulder, CO, USA.
- Associate Professor with Tenure (Strategy, Entrepreneurship and Operations). August 2026 - Present.
- Assistant Professor (Strategy, Entrepreneurship and Operations). August 2019 - August 2026.
- Visiting Assistant Professor (Strategy, Entrepreneurship and Operations). June 2019 - August 2019.

Kelley School of Business, Indiana University, Bloomington, IN, USA.
- Visiting Scholar (Operations and Decision Technologies). February 2017 - May 2019.

Education

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

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

Accepted and Published Papers[1]

1. Ball, G., R. Beer, R. Parker, G. Urrea*, S. Villa. 2026. Revealing the NHTSA Nudge: Recall Decision-Making Transparency in the Automotive Industry. *Production and Operations Management*. Forthcoming.

2. Urrea, G., X. Huang, D. Zhang. 2026. The Impact of Pricing on Cancellations at a High-End U.S. Hotel. *Cornell Hospitality Quarterly*. Forthcoming.

3. Rua-Gomez, C., G. Urrea, M. Cruz, J. Arias-Gaviria. 2026. More Graduated but Less Promoted: A Dynamic Perspective of the Leaky Pipeline of Women in Academic Science, Technology, Engineering, and Mathematics. *European Journal of Operational Research*, 335(1): 253-267.

4. 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.

5. 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.

[1] The star, *, indicates that the authors contributed equally to the research.
The diamond, ◊, indicates that the coauthor was a student when the research started.

- *Honorable Mention, Best Working Paper Competition*, Behavioral Operations Management Cluster, INFORMS 2021.

6. 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.

7. 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.

8. 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.

9. 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, Kahle Family Research Award*, Leeds School of Business 2020.
- *Runner-Up, Best Paper Award*, Humanitarian Operations Track, POMS 2019.

10. 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

11. Urrea, G., S. Villa, E. Quintane. Focused versus Diversified Nonprofit Organizations: Matching Operations Strategies with Donor Types. Status: Under fourth-round review at *Production and Operations Management*.

12. Villa, S., G. Urrea, G. Ball, J. Gray. Generic Drug Transparency: Testing a Regulatory Policy Proposal. Status: Major revision at *Production and 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.

13. Yoo, E., G. Urrea*. A Little Goes a Long Way: How Investments Boost Volunteer Engagement in Developing Countries. Status: Under review at *Manufacturing & Service Operations Management*.

- *Finalist, Best Paper Award*, Humanitarian Operations Track, POMS 2025.

14. Kotsi, T., G. Urrea, S. Villa. Breadth or Depth? Operational Pathways to Federal Funding Success in Nonprofits. Status: Under review at *Manufacturing & Service Operations Management*.

15. Rahemi, H.◊, G. Urrea, L. Valdes. Behavioral Responses to Operational Metrics: Enhancing Donations through Output and Value Information. Status: Under review at *Production and Operations Management*.

16. Tipnis, V.◊, E. Yoo, G. Urrea, F. Gao. AI-Powered Philanthropy: Carryover Effects on Volunteer Engagement. Status: Working paper.

- *Winner, Best Student Paper Competition*, Service Science Track, INFORMS 2024.
- *Runner-Up, Best Paper Award*, Humanitarian Operations Track, POMS 2024.

17. 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.

Book Chapters

18. 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.

19. 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.

20. 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

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

- *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, Kahle 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

- **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

Operations Management, Supply Chain Management, Humanitarian Logistics, Transportation and Logistics, Experimental Methods.

Teaching Experience

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

Professor, Transportation and Logistics, 1 section. Fall 2026.
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, 2 sections. Fall 2026.
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

- 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

- 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

- Focused versus Diversified Nonprofit Organizations: Matching Operations Strategies with Donor Types. POMS, Reno, NV, USA, May 2026.
- Behavioral Responses to Operational Metrics: Enhancing Donations through Output and Value Information. POMS, Reno, NV, USA, May 2026.
- AI-Powered Philanthropy: Carryover Effects on Volunteer Engagement. POMS, Reno, NV, USA, May 2026.
- 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

- Administrative Positions
    - President of the Behavioral Operations Management Community, INFORMS. 2026-2028.
    - VP/President-Elect of the Behavioral Operations Management Community, INFORMS. 2024-2026.

  - Treasurer of the Behavioral Operations Management Community, 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

- 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

- 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

Languages: Spanish (native), English (fluent), Italian (basic), German (basic).
Hobbies: Traveling, swimming, running, dancing.