Sebastián Villa, PhD

Leeds School of Business • Strategy, Entrepreneurship and Operations
The Renée Crown Wellness Institute
University of Colorado • Boulder, CO 80309
sebastian.villa@colorado.edu | Google Scholar Profile

Academic Positions

- **Leeds School of Business**, University of Colorado Boulder.
  - Assistant Professor (Full-time). January 2025 – Present.
  - Faculty Fellow, The Renée Crown Wellness Institute. January 2025 – Present.
  - Faculty Fellow, Sustainability Research Initiative. February 2026 – Present.
- **Anderson School of Management**, University of New Mexico.
  - Assistant Professor (Full-time). August 2022 – December 2024.
- **Kelley School of Business**, Indiana University.
  - Visiting Assistant Professor (Full-time). August 2020 – May 2022.
- **School of Management**, University of Los Andes.
  - Assistant Professor (Full-time). October 2016 – June 2020.
- **Jindal School of Management**, University of Texas at Dallas.
  - Visiting Scholar (Full-time). January 2016 – October 2016.

Education

- **PhD. Economics - Management**. Università della Svizzera Italiana (USI), Switzerland. October 2016.
- **MSc. Systems Engineering**. Universidad Nacional de Colombia, Colombia. December 2011.
- **BSc. Chemical Engineering**. Universidad Nacional de Colombia, Colombia. July 2009.

Research Interests

Social Sustainability, Behavioral Operations Management, Supply Chain Management.

Accepted and Published Papers[1]

• Urrea G, **Villa S**, and Quintane E. Focused vs. Diversified Nonprofit Organizations: Matching Operations Strategies with Donor Types. Forthcoming at *Production and Operations Management*.

• Ball G, Beer R, Parker R, Urrea G, and **Villa S***. Revealing the NHTSA Nudge: Education and Transparency in Automotive Recall Decisions. Forthcoming at *Production and Operations Management*.

• **Villa S**, Castañeda, Urrea G. Expedited Shipping to Meet a Target Service Level: Analytical Recommendations and Behavioral Biases. *Production and Operations Management,* 2024, 34(7), 1650-1662.

• **Villa S**, Escamilla R, and Fransoo J. Supplying Cash-Constrained Retailers: Understanding Shopkeeper Behavior at the Bottom of the Pyramid. *Manufacturing and Service Operations Management,* 2024, 26(6), 2030-2049.
  - *Winner - Best Paper award.* The Center for Ethics and Social Responsibility, University of Colorado Boulder 2026.
  - *First Place - Best Working Paper award.* INFORMS Behavioral Operations section 2022.

• Greiner B, Huber C, Katok E, Ozkes A, and the Management Science Reproducibility Collaboration (including **Villa S**). Reproducibility in Management Science. *Management Science,* 2024, 70(3), 1343-1356.
  - I am a member of the Management Science Reproducibility Collaboration.

• Özer Ö, Urrea G, and **Villa S***. To Earmark or to Non-Earmark? The Role of Control, Transparency, and Warm-Glow. *Manufacturing and Service Operations Management,* 2024, 26(2), 739-757.

[1] The star, *, indicates that the authors are listed in alphabetical order and contributed equally to the research.

○ *Runner Up - Best Working Paper award*. POMS College of Humanitarian Operations and Crisis Management 2023.
○ *Finalist - Best Working Paper award*. INFORMS Behavioral Operations section 2021.

• **Villa S.** Competing for Supply and Demand: Understanding Retailers' Ordering Decisions. *International Journal of Production Economics*, 2022, 244: 108355.

• Katok E, and **Villa S***. Centralized or Decentralized Transfer Prices: A Behavioral Approach for Improving Supply Chain Coordination. *Manufacturing and Service Operations Management*, 2022, 24(1), 143-158.

• **Villa S**, and Castañeda J.A. A Behavioral Investigation of Power and Gender Heterogeneity in Operations Management under Uncertainty. *Management Research Review*, 2019, 43(6), 753-771.

• **Villa S**, and Castañeda J.A. Transshipments in Supply Chains: A Behavioral Investigation. *European Journal of Operational Research*, 2018, 269(2): 715-729.

• **Villa S**, Odong T, and Gonçalves P. Understanding the Contribution of Effective Communication Strategies to Program Performance in Humanitarian Organizations. *Journal of Humanitarian Logistics & Supply Chain Management*, 2017, 7(2): 1-25.

• Urrea G, **Villa S**, and Gonçalves P. Exploratory Analyses of Relief and Development Operations using Social Networks. *Socio-Economic Planning Sciences*, 2016, 56: 27-39.

• **Villa S**, Gonçalves P, and Arango S. Exploring Retailers Ordering Decisions under Delays. *System Dynamics Review,* 2015, 31(1): 1-27.
○ *Best Student Paper - Danna Meadows Award*: International Conference of the System Dynamics Society 2013.

Working Papers and Work in Progress

• **Villa S**, Moravec T, Yoo E, Yan L, and Pedraza-Martinez A. How Operational Updates Shape Emotional and Behavioral Responses to Disasters. Conditional Accept at *Production and Operations Management*.

• **Villa S**, Urrea G, Ball G, and Gray J. Generic Drug Transparency: Testing a Regulatory Policy Proposal. Major Revision at *Production and Operations Management*.
○ *Finalist - Chan Hahn Best Paper Award*. Operations & Supply Chain Management Division at AOM 2025.
○ *Finalist - Best Working Paper award*. POMS College of Healthcare Operations 2024.

• Tipnis V, **Villa S**, Gao F, and Pedraza-Martinez A. Balancing Act: How Nonprofit Organizations Can Use Cause Marketing for Effective Fundraising. *Working Paper*.

• Tipnis V, **Villa S**, and Yoo E. Waiting for a Cause: Operational and Informational Strategies to Boost Checkout Charity. *Working Paper*.
○ *Finalist - Best Working Paper award*. POMS College of Humanitarian Operations and Crisis Management 2026.

Book Chapters

• **Villa S**, Castañeda J.A., and Camacho S. Análisis Conductual en la Gestión de Operaciones. In *Gestión de la Cadena de Abastecimiento: Eslabones, Herramientas y Tendencias*. Edited by N. Velasco, S. Villa and S. Camacho. 2022. Colombia: Publicaciones Uniandes.

• **Villa S**. Behavioral Operations in Multi-Agent Problems and Humanitarian Operations. 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.

• Díez-Echavarría L, Sankaranarayanan K, **Villa S**. Agent-Based Modeling in Humanitarian Operations. 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.

• Sankaranarayanan K, **Villa S**, Castañeda J.A. Future Research in Humanitarian Operations: A Behavioral Operations Perspective. In *Handbook of Humanitarian Logistics and Supply Chain Management*. Edited by: G. Kovács, K. Spens and M. Moshtari. 2017. London: Palgrave Macmillan.

• Gonçalves P, and **Villa S**. Implications of Misperception of Feedback on Behavior in Operations. In *Behavioural Operational Research: Theory, Methodology and Practice*. Edited by M. Kunc, J. Malpass and L. White. 2016. London: Palgrave Macmillan.

Edited Books

• Vargas J, de Brito Junior B, Leiras A, Paz S.A., González M.D., González-Calderón C.A., **Villa S**, Rodriguez M. and, Ramirez-Rios D. *Production and Operations Management: 2021 POMS International Conference in Lima*. 2022. Switzerland: Springer.

• Velasco N, **Villa S**, and S. Camacho *Gestión de la Cadena de Abastecimiento: Eslabones, Herramientas y Tendencias*. 2022. Colombia: Publicaciones Uniandes.

• Leiras A, González-Calderón C.A., de Brito Junior I., **Villa S**, and H.T. Yoshizaki. *Operations Management for Social Good: 2018 POMS International Conference in Rio*. 2019. Switzerland: Springer International Publishing.

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

Press and Managerial Publications

• **Villa S.** *Estrategias para una Mejor Gestión del Transporte por Parte de las Empresas*. 2020. Revista Gerencia. Guatemala.

• **Villa S**, Urrea G, Velasco N, and Camacho S. *Cadenas de Suministro Humanitarias ¿Cómo las Afecta la Pandemia?* 2020. Universidad de los Andes. Colombia

• Velasco N, **Villa S**, and Camacho S. *¿Cómo Afecta la Actual Situación de Pandemia a las Operaciones Logísticas en el País? Una Mirada a los Productos y Servicios Esenciales*. 2020. Universidad de los Andes. Colombia

• Velasco N, **Villa S**, and Camacho S. *Operaciones y Logística Hospitalaria: Hoy más Relevante que Ayer*. 2020. Universidad de los Andes. Colombia

Awards & Honors

• *Finalist - Best Working Paper award.* POMS College of Humanitarian Operations and Crisis Management • Reno, May 2026.

• *Winner - Best Paper award.* The Center for Ethics and Social Responsibility, University of Colorado Boulder 2026 • Boulder, May 2025

• *Finalist - Chan Hahn Best Paper Award.* Operations & Supply Chain Management Division at AOM 2025 • Copenhagen, July 2025.

• *First Place - Best Working Paper award.* POMS College of Humanitarian Operations and Crisis Management • Minneapolis, April 2024.

• *Runner Up - Best Working Paper award.* POMS College of Behavioral Operations Management • Minneapolis, April 2024.

• *Finalist - Best Working Paper award.* POMS College of Healthcare Operations • Minneapolis, April 2024.

• *Runner Up - Best Working Paper award.* POMS College of Humanitarian Operations and Crisis Management • Orlando, May 2023.

• *First Place - Best Working Paper award.* INFORMS Behavioral Operations section • Indianapolis, October 2022.

• *Finalist - Best Working Paper award.* INFORMS Behavioral Operations section • Anaheim, October 2021.

• *First place - Best Student Paper - Danna Meadows Award,* International Conference of the System Dynamics Society • Washington, July 2013.

• *Cohort's best GPA*, Chemical Engineering, Universidad Nacional de Colombia • Medellín, July 2009.

Grants and Fellowships

• **Sustainability Research Initiative Fellowship – University of Colorado Boulder.** A campus level initiative bringing a diversity of knowledge and experience to form the foundation for transformative sustainability scholarship and solutions.

• **Linnaeus-Palme 2020 (N° JU-006) - Linnaeus-Palme Partnership.** Project: "Cooperation between Jönköping International Business School at Jönköping University and Universidad de los Andes School of Management."

• **FAPA Project 2017 (N° P17.100322.016) - Universidad de Los Andes.** Project: "Strategies and Performance in Humanitarian Organizations: Fundraising, Inventory Management, and Distribution."

• **Doctoral Mobility Fellowship for 2016 (SNF N° P1T1P1_164985) - Swiss National Science Foundation.** Visiting Scholar under the mentorship of Professor Elena Katok at the Center and Laboratory for Behavioral Operations and Economics, Naveen Jindal School of Management at the University of Texas at Dallas.

• **Doctoral Grant 2012 (SNF N° 100018_140606) - Swiss National Science Foundation.** Project: "A behavioral and experimental analysis of retailer order amplification in single-supplier multi-retailer supply chain."

• **Research Grant 2009 (p 2009-0773) - Young Researchers and Innovators Program, Colciencias.** Project: "Efecto bola de nieve en cadenas de abastecimiento: efecto de la variación en la capacidad y en los pedidos."

Academic Conferences

• Colorado Winter Operations Workshop, Vail, USA, 2025.
• INFORMS Annual Meeting 2025, Atlanta, USA, 2025.
• Annual Behavioral Operations Conference, Hamburg, Germany, 2025.
• Annual POMS Conference, Atlanta, USA, 2025.
• DSI Conference, Phoenix, USA, 2024.
• INFORMS Annual Meeting 2024, Seattle, USA, 2024.
• Annual Behavioral Operations Conference, Boulder, USA, 2024.
• Annual POMS Conference, Minneapolis, USA, 2024.
• INFORMS Annual Meeting 2023, Phoenix, USA, 2023.
• Annual Behavioral Operations Conference, Maryland, USA, 2023.
• Annual POMS Conference, Orlando, USA, 2023.
• INFORMS Annual Meeting 2022, Indianapolis, USA, 2022.
• Annual POMS Conference, Online, USA, 2022.
• INFORMS Annual Meeting 2021, California, USA, 2021.
• Annual POMS Conference, Online, USA, 2021.
• Annual Behavioral Operations Conference, Online, 2020.
• INFORMS Annual Meeting 2019, Washington, USA, 2019.
• Annual POMS Conference, Houston, Washington D.C., USA, 2019.
• POMS International Conference in Rio. Rio de Janeiro, Brazil. December 2018.
• INFORMS Annual Meeting 2018, Arizona, USA, 2018.
• Annual Behavioral Operations Conference, Dallas, USA, 2018.
• Annual POMS Conference, Houston, Texas, USA, 2018.
• INFORMS Annual Meeting 2017, Houston, USA, 2017.
• Annual Behavioral Operations Conference, Boston, USA, 2017.
• Annual POMS Conference, Seattle, WA, USA, 2017.
• Annual Behavioral Operations Conference, Madison, USA, 2016.
• Annual POMS Conference, Orlando, FL, USA, 2016.
• Annual POMS Conference, Washington, DC, USA, 2015.
• Annual Behavioral Operations Conference, Ithaca, USA, 2015.
• Annual Behavioral Operations Conference, Cologne, Germany, 2014.
• Annual POMS Conference, Atlanta, Georgia, USA, 2014.
• INFORMS Annual Meeting 2013, Minneapolis, USA, 2013.
• International Conference of the System Dynamics Society, Cambridge, Massachusetts, USA, 2013.

Invited Talks

• Generic Drug Transparency: Testing a Regulatory Policy Proposal. University of Colorado Boulder, Tilburg School of Economics and Management, Tilburg, The Netherlands, June 2025.

• Information Management for Disaster Response: The Role of Operational Updates and Crew Experience. University of Colorado Boulder, Leeds School of Business, Boulder, USA, October 2024.

• Information Management for Disaster Response: The Role of Operational Updates and Crew Experience. Washington State

University, Carson Business School, Pullman, USA, April 2024.

- To Earmark or to Non-Earmark? The Role of Control, Transparency, Salience and Warm-Glow. Jönköping University, Jönköping International Business School, Jönköping, Sweden, May 2022.
- To Earmark or to Non-Earmark? The Role of Control, Transparency, Salience and Warm-Glow. Colorado School of Mines, Golden, Colorado, USA, January 2022.
- To Earmark or to Non-Earmark? The Role of Control, Transparency, Salience and Warm-Glow. University of New Mexico, Anderson School of Management, Albuquerque, New Mexico, USA, December 2021.
- To Earmark or to Non-Earmark? The Role of Control, Transparency, Salience and Warm-Glow. Mississippi State University, Department of Marketing, quantitative analysis, and business law, Starkville, Mississippi, USA, November 2021.
- To Earmark or to Non-Earmark? The Role of Control, Transparency, Salience and Warm-Glow. Indiana University, Kelley School of Business, Bloomington, Indiana, USA, April 2021.
- Supplying Cash-Constrained Retailers: Understanding Shopkeeper Behavior at the Bottom of the Pyramid. Tilburg University (online), Tilburg, The Netherlands, March 2021.
- Transshipments in Supply Chains: A Behavioral Investigation. University of Los Andes, Bogotá, Colombia, March 2016.

Teaching Interests

Logistics and Operations Management, Business Analytics, Humanitarian Operations, Operations Management at the Base of the Pyramid, Experimental and Empirical Methods, Research Design.

Teaching Experience

- Leeds School of Business, University of Colorado Boulder.
  - Operations Management, Hybrid *MBA* Course. Spring 2025 (1 section).
  - Behavioral Operations Management, *PhD* Course. Fall 2025 (1 section).
- Renée Crown Wellness Institute, University of Colorado Boulder.
  - The Dalai Lama Fellows (DLF) program, *Undergraduate* Course. Year 2024-2025 (1 section), Year 2025-2026 (1 section).
- Anderson School of Management, The University of New Mexico.
  - Operations Management, *MBA* Course. Spring 2024 (1 section).
  - Strategic Logistic Management, *Master* Course. Spring 2023 (1 section).
  - Operations Management, *Undergraduate* Course. Fall 2024 (2 sections), Spring 2024 (1 section), Fall 2023 (2 sections), Spring 2023 (1 section), Fall 2022 (2 sections).
- Carson School of Business, Washington State University.
  - Behavioral Operations Management, *Doctoral* Workshop. Spring 2024 (1 section).
- Kelley School of Business, Indiana University.
  - Logistics and Distribution, *Undergraduate* Course. Spring 2022 (1 section).
  - Operations Processes, *Undergraduate* Course. Spring 2022 (1 section), Fall 2021 (2 section), Fall 2020 (2 sections).
  - Operations Management, *MBA* Course. Fall 2022 (2 sections), Fall 2021 (3 sections).
- School of Management, University of Los Andes.
  - Transportation Management, *Master* Course. Spring 2021 (1 section), Spring 2020 (1 section).
  - Decision Making and Business Analytics, *Master* Course. Fall 2021 (1 section), Fall 2020 (1 section), Fall 2019 (1 section), Fall 2018 (1 section).
  - Logistics & Operations Management, *Undergraduate* Course. Spring 2018 (1 section), Fall 2017 (1 section).
  - Operations Research, *Undergraduate* Course. Fall 2020 (1 section), Fall 2019 (1 section), Spring 2019 (1 section), Fall 2018 (1 section), Spring 2018 (1 section), Fall 2017 (1 section).

Supervision to Students

• Yu-Chun Shih. Leverage Big Data for Airbnb in Amsterdam, Netherlands: Demand Prediction and Price Decision Optimization. *TIAS Business School.* Master Thesis (2018).

• Mohamed Ahmed. Prevention and Mitigation of Drought: A case study of Puntland State of Somalia. *Università della Svizzera italiana.* Master Thesis (2017).

• Dele Olabode. Improving Civil-Military Relations in Disaster-Prone Areas: Case Study of North-East Geo-Political Region of Nigeria. *Università della Svizzera italiana.* Master Thesis (2017).

• Yi-Chia Hsieh. Relationship between Supply Chain Performance and Earnings Management. *TIAS Business School.* Master Thesis (2017).

• Shih-Han Wang. Development of a Business Intelligence Based Data Collection Model for Fresh Fruit Supply Chain to Reduce the Food Loss and Waste. *TIAS Business School.* Master Thesis (2016).

• Marvin Frank Poelgeest. Prediction Model: Season Ticket Holders' Attendance. *TIAS Business School.* Master Thesis (2016).

• Zohoruddin Noori and Ismed Ismail. Comparative Study of Manual and Electronic Procurement Systems. *Università della Svizzera italiana.* Master Thesis (2016).

• Hassan Alnesery. Development Micro Sustainable Projects within Refugee Camps Installation Experimental Hydroponic Farm in Kakuma Refugee Camp. *Università della Svizzera italiana.* Master Thesis (2016).

Academic Service

- Administrative Positions
  - ○ *Track Chair* for the POM and Community track, POMS 2026.
  - ○ *Member of election committee* for Chapter of Behavioral Operations Management, 2025.
  - ○ *Track Chair* for the Behavioral Operations Management track, DSI 2024.
  - ○ *Track Chair* for the Behavioral Operations Management track, INFORMS 2023.
  - ○ *Vice-president of Communications* of the Caribbean and Latin American Chapter, POMS. 2019-2021.
  - ○ *Secretary* of the Caribbean and Latin American Chapter, POMS. 2018-2019.
- Conferences and Assemblies
  - ○ Co-Organizer Dalai Lama Fellows Global Assembly. Garrison, New York. July 2025.
  - ○ Co-Chair of the POMS International Conference in Rio. Rio de Janeiro, Brazil. December 2018.
  - ○ Co-Chair of the 1st INTERACT Interdisciplinary Symposium on Social Network Analysis. Bogotá, Colombia. June 2018.
  - ○ Co-Chair of the International Conference on Production Research (ICPR) Americas. Bogotá, Colombia. July 2018.
  - ○ Co-Chair of the Doctoral School in Operations Management and Decision Sciences, Bogotá, Colombia. June 2017.
- Journal Referee
  - ○ Management Science (MS), Production and Operations Management (POM), European Journal of Operational Research (EJOR), International Journal of Production Economics (IJPE), Journal of Humanitarian Logistics and Supply Chain Management (JHLSCM), International Journal of Logistic Management (IJLM).

Membership

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

Language Skills

Spanish: Mother tongue; English: Fluent; Italian: Basic.