

# Anna Sáez de Tejada Cuenca

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Production, Technology and Operations Management  
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## Academic appointments

**Assistant Professor**, IESE Business School, 2020-present

**Postdoctoral Research Fellow**, McDonough School of Business, Georgetown University, 2019-2020

## Education

**PhD in Operations Management**, UCLA Anderson School of Management, 2019

Dissertation title: Essays on Social and Behavioral Aspects of Apparel Supply Chains

Doctoral committee members: Felipe Caro (chair), Christopher S. Tang, Charles Corbett, M. Keith Chen

**MSc in Mathematical Engineering**, Universitat Politecnica de Catalunya, Barcelona, 2012

**BSc in Mathematics**, Universitat Politecnica de Catalunya, Barcelona, 2011

## Research interests

**Topics:** social responsibility, sustainability, behavioral OM, supply chain management, the fashion industry

**Methodologies:** econometrics (secondary data), laboratory experiments, field experiments

## Research articles

### Published papers

Felipe Caro, Leonard Lane, **Anna Sáez de Tejada Cuenca**. "Can Brands Claim Ignorance? Unauthorized Subcontracting in Apparel Supply Chains." *Management Science* 67, no. 4 (2021): 2010-2028.

Felipe Caro, Leonard Lane, **Anna Sáez de Tejada Cuenca**. "Four Myths about Unauthorized Subcontracting." *MIT Sloan Management Review* 63, no. 1 (2021): 41-45.

### Papers under review

Felipe Caro, **Anna Sáez de Tejada Cuenca**. "Believing in Analytics: Managers' Adherence to Price Recommendations from a DSS." Second-round revision at *Manufacturing & Service Operations Management*.

### Work in progress

Vishal Agrawal, Ekaterina Astashkina, **Anna Sáez de Tejada Cuenca**. "The Impact of Variety on the Environmental and Economic Performance of a Clothes Rental Business Model."

Vishal Agrawal, Erin McKie, **Anna Sáez de Tejada Cuenca**. "Take-back Initiatives for Clothing: Understanding Consumers' Motivations and Program Costs."

Vishal Agrawal, Neeru Paharia, **Anna Sáez de Tejada Cuenca**. "What to Offer, and to Whom? Perceived Value of Sustainable and Conventional Products."

Vishal Agrawal, **Anna Sáez de Tejada Cuenca**, Sezer Ülkü, Şafak Yücel. "The Behavioral Drivers of Renewable Energy Adoption"

**Anna Sáez de Tejada Cuenca.** “Crossovers Between Sustainability Dimensions of Fashion Products: from Consumers’ Perceptions to Reality.”

## Out-of-field papers (pre-PhD)

Timothy G. Myers, Vicent Ribas Ripoll, **Anna Sáez de Tejada Cuenca**, Sarah L. Mitchell, and Mark J. McGuinness. “Modelling the Cardiovascular System for Assessing the Blood Pressure Curve.” *Mathematics-in-Industry Case Studies* 8, no. 1 (2017): 2.

Vicent J. Ribas Ripoll, Anna Wojdel, **Anna Sáez de Tejada Cuenca**, Juan C. Ruiz-Rodríguez, Adolf Ruiz-Sanmartín, Miriam de Nadal, Enrique Romero, and Alfredo Vellido. “Continuous Blood Pressure Assessment from a Photoplethysmographic Signal with Deep Belief Networks.” *The FASEB Journal* 28, no. 1 Supplement (2014): LB674.

Vicent J. Ribas, Jesús Caballero López, **Anna Sáez de Tejada Cuenca**, Juan Carlos Ruiz-Rodríguez, Adolfo Ruiz-Sanmartín, Jordi Rello, and Alfredo Vellido. “On the Use of Graphical Models to Study ICU Outcome Prediction in Septic Patients Treated with Statins.” In *International Meeting on Computational Intelligence Methods for Bioinformatics and Biostatistics*, pp. 98-111. Springer, Berlin, Heidelberg (2011).

## Teaching experience

### As professor (IESE)

Operations Management (MBA OP-1)

Full-time MBA core course, in English

Dirección de las Operaciones I (PDD DO-I)

PDD (Program for Management Development) course, in Spanish

### As teaching assistant (UCLA Anderson)

Data and Decisions, Logistics and Operations Management, Global Supply Chain Management

MBA/EMBA/GEMBA

Customer Analytics, Operations Analytics, Industry Seminars

MSc in Business Analytics

Dynamic Programming

Operations Management and Marketing PhDs

## Additional research experience

**Research scientist intern**, Amazon, Seattle, summer 2016

Extended a revenue management dynamic program to account for product perishability in the groceries department: formulated the model, developed a heuristic, prototyped an implementation of the proposed heuristic in Python.

**Research assistant**, IESE Business School, Barcelona, 2012-2014

Developed mathematical models of dynamic choice processes (newborn names over time, choice of songs in different radio stations, fashion product sales): collected data from public and proprietary sources, built the models using time trends and attributes, used the model to optimize of operational decisions.

**Junior R&D engineer**, Sabirmedical, Barcelona, 2010-2012

Developed mathematical models of physiological processes and indicators (blood pressure, glucose, sepsis): collected data in a hospital's ICU, processed the recorded signals to develop expert systems for non-invasive monitoring, ran statistical analysis of the population under study, and performance analysis of our monitoring systems.

## Invited seminar presentations

“Can Brands Claim Ignorance? Unauthorized Subcontracting in Apparel Supply Chains.”

**IESE Business School**, December 2016, Barcelona, Spain

**Georgetown University, McDonough School of Business**, April 2020, online

**Freeman College of Management, Bucknell University**, October 2020, online

“Believing in Analytics: Managers’ Adherence to Price Recommendations from a DSS.”

**Kelley School of Business, Indiana University**, November 2018, Bloomington, IN

**INSEAD**, December 2018, Fontainebleau, France

**Tuck School of Business, Dartmouth**, December 2018, Hanover, NH

**IE Business School**, December 2018, Madrid, Spain

**Yale School of Management**, December 2018, New Haven, CT

**Beehive School of Business, Simon Fraser University**, January 2019, Vancouver, BC

**Smeal College of Business, Pennsylvania State University**, January 2019, State College, PA

**IESE Business School**, March 2019, Barcelona, Spain

**HEC Paris**, March 2019, Jouy-en-Josas, France

“The Impact of Variety on the Environmental and Economic Performance of a Clothes Rental Business Model.”

**European TOM Seminar Series** (co-organized by INSEAD, LBS, HEC, Cambridge, and IESE), April 2021, online

**Tilburg University**, October 2021, online

**EDHEC**, November 2021, Lille, France

## Conference presentations

“Can Brands Claim Ignorance? Unauthorized Subcontracting in Apparel Supply Chains.”

**INFORMS**, November 2016, Nashville, TN

**POMS**, May 2017, Seattle, WA

**LBS TADC**, May 2017, London, UK

**MSOM Supply Chain Management SIG**, June 2017, Chapel-Hill, NC

**INFORMS**, October 2017, Houston, TX

**POMS**, May 2018, Houston, TX

**SoCal OR/OM day**, May 2018, Los Angeles, CA

**MSOM Sustainable Operations SIG**, July 2018, Dallas, TX

**Wharton Empirical OM Workshop**, September 2018, Philadelphia, PA

**INFORMS**, November 2018, Phoenix, AZ

**Early-Career Sustainable Operations Workshop**, February 2020, Washington, DC

**LERA**, June 2020, online

**POMS**, May 2021, online

Galileo University **Advances in Data Science and Operations Research**, December 2021, online

“Believing in Analytics: Managers’ Adherence to Price Recommendations from a DSS.”

**INFORMS**, October 2017, Houston, TX

**POMS**, May 2018, Houston, TX

**Behavioral Operations Conference**, June 2018, Dallas, TX

**MSOM**, July 2018, Dallas, TX

**INFORMS**, November 2018, Phoenix, AZ

**POMS**, May 2019, Washington, DC

**Fashion Operations Conference**, October 2019, London, UK

**POMS**, May 2021, online

“Loss Aversion in Managers’ Pricing Decision Making at a Fast Fashion Retailer.”

**INFORMS**, November 2018, Phoenix, AZ

**INFORMS**, October 2019, Seattle, WA

“The Impact of Variety on the Environmental and Economic Performance of a Clothes Rental Business Model.”

**POMS**, May 2021, online

**INFORMS**, October 2021, online

“What To Offer, And To Whom? Perceived Value Of Sustainable And Conventional Products.”

**INFORMS**, November 2020, online

**POMS**, May 2021, online

## Funding

UCLA Anderson Doctoral Fellowship, 2014 to 2018

UCLA Easton Center Summer Doctoral Fellows Program, 2015 and 2017

Juan de la Cierva-Formación Grant. Plan Estatal de Investigación Científica y Técnica y de Innovación 2017-2020

Reference: SFJC1900I042215XV0

Title: Consumer Behavior Towards Sustainability and Social Responsibility in Retail

Supervisor: Victor Martínez-de-Albéniz

Period: 10/1/2020 – 9/30/2022

Amount: 50,000€

Proyectos I+D+i 2020. Plan Estatal de Investigación Científica y Técnica y de Innovación 2017-2020

Reference: PID2020-116135GB-I00

Title: Data-driven Competitive Advantage: the Information Edge in Operations Management

PIs: Victor Martínez-de-Albéniz and Mihalis Markakis

Period: 9/1/2021 – 8/31/2024

Amount: 74,197.20€

Social Trends Institute Grants

Title: Crossovers Between Sustainability Dimensions of Fashion Products: from Consumers’ Perceptions to Reality

Amount: 38,000€

## Awards

Winner, POMS College of Sustainable Operations Best Student Paper Award, 2018

Winner, POMS College of Behavior in Operations Management Junior Scholar Paper Competition, 2019

Finalist, LERA Competitive Papers, 2020 (withdrawn)

## Community service

Session organizer at the following conferences:

INFORMS 2020, in the Globalization and Borders cluster  
POMS 2021, in the Sustainable Operations track  
POMS 2021, in the Socially Responsible Operations track  
INFORMS 2021, in the MSOM Sustainable Operations SIG track

Reviewer for the following journals:

Management Science  
Manufacturing & Service Operations Management  
Production and Operations Management  
Organization & Environment  
INFORMS TutORials  
Journal of Systems Science and Systems Engineering (Springer)  
Clean Technology and Recycling (AIMS)

Reviewer for the following conferences:

MSOM Sustainable Operations SIG, 2020  
MSOM Supply Chain Management SIG, 2020  
MSOM Sustainable Operations SIG, 2021

Chair for the following competitions:

INFORMS Behavioral Operations Working Paper Competition, 2022

Judge for the following competitions:

POMS College of Sustainable Operations Best Student Paper Award, 2020  
POMS College of Behavior in Operations Management Junior Scholar Paper Competition, 2020  
INFORMS TIMES Working Paper Competition, 2020  
INFORMS Behavioral Operations Working Paper Competition, 2020  
POMS College of Sustainable Operations Best Student Paper Award, 2021  
POMS College of Behavior in Operations Management Junior Scholar Paper Competition, 2021  
INFORMS Undergraduate Operations Research Prize, 2021

Other reviewing assignments:

Operations Management textbook for Springer

Member of the following students' thesis committee:

Caprice Catalano, undergraduate senior thesis ("The Impact of Supply Chain and Sustainability Transparency Information on Consumer Purchasing Behavior in the Fashion Industry"), Georgetown University, 2020

Organizer of the UCLA Anderson DOTM reunion at the POMS conference, 2016-2018

Member of the following professional societies: INFORMS, MSOM, POMS

## Other skills and interests

Computing: GNU R, Stata, Python, L<sup>A</sup>T<sub>E</sub>X

Languages: Catalan (native), Spanish (native), English (full professional proficiency), Dutch (beginner)

Music: violin and viola player, mandolin and ukulele beginner