

ANNÍBAL CAMARA SODERO
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PROFESSIONAL EXPERIENCE

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| Assistant Professor | Department of Marketing and Logistics, <u>Fisher College of Business</u> , The Ohio State University, USA. 07/2019 – |
| Assistant Professor | Department of Supply Chain Management, <u>Sam M. Walton College of Business</u> , University of Arkansas, USA. 01/2013 – 05/2019. |
| PhD Student and Graduate Assistant | Department of Supply Chain Management, <u>W. P. Carey School of Business</u> , Arizona State University, USA. 08/2007 – 05/2012. |
| Co-founder | <u>A&A Corp Consulting</u> , Brazil. 01/2006 – 07/2007.
<i>Logistics and Supply Chain Management consultant.</i> |
| Co-founder and CEO | <u>Ad Hoc Informática</u> , Brazil. 11/1994 – 12/2005.
<i>Ad Hoc was a successful provider of software and consulting services for large carriers and third-party logistics providers (3PLs) for 12 years. A leading ERP provider in Latin America acquired Ad Hoc in 2005.</i> |

EDUCATION

W.P. Carey School of Business, Arizona State University, USA. PhD in Supply Chain Management, 2012. *Magna cum laude*.

The U.S. News and World Report consistently ranks Arizona State University's PhD program in Supply Chain Management in the top 10 nationally.

Dissertation Title:	The Effect of Social Interactions on Demand and Inventory Outcomes of Online Retailers: The Social Shopping Context
Dissertation Advisor:	Elliot Rabinovich
Committee Members:	Rajiv Sinha and Arnold Maltz
Notable seminars:	Supply Management, Logistics Management, Operations Management, Inventory Management, New Product Development, Strategic Management, Organizational Behavior, Microeconomic Theory, Econometrics I and II, Research Methods, Building Scholarly Research
Notable courses:	Structural Equation Modeling, Hierarchical Linear Modeling, Multivariate Analysis

Warwick Manufacturing Group, University of Warwick, United Kingdom. MSc in Supply Engineering and Logistics, 2003. First-class Honors (*Summa cum laude*).

The University of Warwick consistently ranks in the top 10 United Kingdom universities.

Dissertation Title:	Strategic Management of Information Technology in Large Logistics Providers: The Case of TNT Logistics United Kingdom
Notable courses:	Supply Chain Management, Logistics and Operations Management, Transportation Techniques and Management, Warehousing and Materials Handling, Marketing, Human Resources Management, Finances, Management of Change, Enterprise Information Systems

Federal University of Minas Gerais (UFMG), Brazil. BSc in Computer Sciences, 1996. *Summa cum laude*.

The Brazilian Ministry of Education consistently ranks the UFMG's Computer Sciences #1 program nationally.

RESEARCH AND TEACHING INTERESTS

My research focuses on digital transformation in Logistics and Supply Chain Management. Digital transformation occurs when companies use technology to redesign processes and adopt new business models, which ultimately allows them to enter new markets and serve customers in new ways. Under the umbrella of digital transformation, my body of work falls into two main streams: (1) drivers and outcomes of innovation in intra- and interorganizational business-to-business (B2B) settings and (2) consumers' responses to innovative models of delivery of products and services in business-to-consumer (B2C) settings.

When teaching, I firmly believe that learning takes place both inside and outside the classroom, and that students need to get exposed to hands-on experiences prior to joining the job market. My courses are case- and project-based. I “flip” classes, in which I act as a mentor, rather than a lecturer.

PUBLICATIONS

❖ Published peer-reviewed research papers

CASTILLO, V. E., POSNER, M., **SODERO, A.C.**, ZINN, W. (2025) “Two-side Uncertainty in Crowdsourced Last Mile Delivery with Surge Pricing.” *Journal of Business Logistics*, Special Issue on Quantitative Observation-Based Research. Forthcoming.

TA, H.; HOFER, A.R.; JIN, Y.; Peinkofer, S.T.; **SODERO, A.C.** (2025), "Designing scenario-based experiments in retail SCM: methodological approaches and practical insights", *International Journal of Physical Distribution & Logistics Management*, Vol. 55 No. 1, pp. 94-117.

TA, H.; ESPER, T.; HOFER, A.R.; **SODERO, A.C.** (2024) “Reconceptualizing e-Logistics Service Quality (e-LSQ) in emerging context: the case of crowdsourced delivery.” *Journal of Business Logistics*. Forthcoming.

TA, H.; ESPER, T. L.; HOFER, A. R.; **SODERO, A. C.** (2023). Crowdsourced Delivery and Customer Assessments of e-Logistics Service Quality: An Appraisal Theory. *Journal of Business Logistics*, 44(3), 345-368.

SODERO, A.C. (2022) “Good Cause, Not So Good Business? Sales and Operations Performance of Cause-Related Marketing.” *Journal of Business Logistics*, 43(4), 566-592.

SODERO, A.C.; NAMIN, A.; GAURI, D.; BHASKARAN, S. (2021) “The strategic drivers of drop-shipping and retail store sales for seasonal products.” Journal of Retailing, Special Issue on Metrics and Analytics in Retailing, 97(4), 561-581.

SODERO, A.C.; JIN, Y.; BARRATT, M. (2019) “The Social Process of Big Data Use for Supply Chain Management.” International Journal of Physical Distribution and Logistics Management, Special Issue on SCM 4.0: Supply Chain Management in the Digital Age, 49(7), 706-726.

BARRATT, M.; KULL, T.; **SODERO, A.C.**; (2018) “Inventory Record Inaccuracy Dynamics and the Role of Employees within Retail Distribution Center Inventory Systems.” Journal of Operations Management, Special Issue on Combining Simulation and Empirical Research Methods in Operations Management, 63: 6-24.

SODERO, A.C.; RABINOVICH, E. (2017) “Demand and Revenue Management of Deteriorating Inventory on the Internet: an Empirical Study of Flash Sales Markets” Journal of Business Logistics, 38(3): 170-183.

SOUZA, R.; Amorim, M.; RABINOVICH, E.; **SODERO, A.C.** (2015) “Customer Use of Virtual Channels in Multichannel Services: Does Type of Activity Matter?” Decision Sciences Journal, 46(3), 623-657.

SODERO, A.C.; RABINOVICH, E.; SINHA, R.K. (2013) “Drivers and Outcomes of Open-Standard Interorganizational Information Systems Assimilation in High-Technology Supply Chains”. Journal of Operations Management, Special Issue on IT, SCM and Services, 31(6), 330-344.

KULL, T.J.; BARRATT, M.; **SODERO, A.C.**; RABINOVICH, E. (2013) “Investigating the Effects of Daily Inventory Record Inaccuracy in Multichannel Retailing.” Journal of Business Logistics, Bernard J. La Londe Best Paper Award Finalist, 34(3), 189-208.

❖ Other published papers

ESPER, T. L.; CASTILLO, V. E.; REN, K.; **SODERO, A.C.**; WAN, X.; CROXTON, K. L.; KNEMEYER, A. M.; DENUNZIO, S. R.; ZINN, W.; GOLDSBY, T. J. (2020). “Everything Old is New Again: The Age of Consumer-Centric Supply Chain Management.” Journal of Business Logistics, 41(4), 286-293.

BARRATT, M.; **SODERO, A.C.**; JIN, Y. (2014) “Big Data Use in Retail Supply Chains” Council of Supply Chain Management Professionals (CSCMP) White Paper.

SODERO, A.C.; SHANKS, C. (2013) “Optimizing the Inbound Supply Chain Enables e-commerce Growth” Supply Chain Management Research Center White Paper – a collaboration with FedEx Corporation.

BARRATT, M.; RABINOVICH, E.; SODERO, A.C. (2010) “Inventory Accuracy: Essential, but Often Overlooked,” Supply Chain Management Review, Mar/April.

❖ **Research papers under peer review**

SODERO, A.C. The co-evolution of network structure and firm innovation. Journal of Operations Management. Revise and Resubmit.

SODERO, A.C.; AYDINLIYIM, T.; PANGBURN, M. “An Empirical Analysis of How Inventory Level Disclosure and Price Discounts Affect Online Retail Sales.” Journal of Operations Management. Revise and Resubmit.

❖ **Research papers in the immediate pipeline**

SODERO, A.C.; HOFER, A.R. “How institutional forces promote local adaptation or global integration of logistics outsourcing operations by multinational corporations’ subsidiaries in emerging markets.” Target: Journal of Operations Management. Preparing to submit.

SODERO, A.C.; CASTILLO, V.; SEGUEZZI, A.; TUMINO, A. “Scapegoats and Saviors: Examining Consumer Perceptions of Crowdsourced Delivery Service Failures.” Target: Production and Operations Management. Preparing to submit.

SODERO, A.C.; ZACHARIA, Z., “Understanding Drop-Shipping Assimilation: Divergent Antecedents and Outcomes for Suppliers and Retailers.” Target: Decision Sciences Journal. Reject and Resubmit. Preparing to resubmit.

SODERO, A.C.; NIRANJAN, S.; RAO, S. Improving order cancellation forecasting: market dynamics, contextual and organizational factors. Target: Journal of Operations Management. Preparing to submit.

SODERO, A.C. “The Value of Social Media Data in Cause-Related Marketing Forecasting.” In progress.

RECENT RELEVANT RESEARCH TALKS

Invited Research Talks	University of Tennessee (2025)
	University of Maryland (2025)
	Arizona State University (2024)
	The Wharton School, U. Pennsylvania (2025) at the Consortium for Operational Excellence in Retailing (COER)
	Harvard Business School (2024) at the Consortium for Operational Excellence in Retailing (COER)
	The Wharton School, U. Pennsylvania (2023) at the Consortium for Operational Excellence in Retailing (COER)
	Auburn University (2023)
	Politecnico di Milano (2022)

ACADEMIC FELLOWSHIPS, AWARDS, AND DISTINCTIONS

Outstanding Reviewer Award	Journal of Business Logistics, 2022
	Journal of Business Logistics, 2018
W. P. Carey School of Business, Arizona State University, USA	Graduated <i>magna cum laude</i>
	Center for Services Leadership 2012 Doctoral Dissertation Grant. Fall 2012.
	Scholarship for academic excellence. Summer 2010.
The University of Warwick, United Kingdom	Graduated first-class honors (<i>summa cum laude</i>)
Federal University of Minas Gerais (UFMG), Brazil	Graduated <i>summa cum laude</i>
	National Research Foundation (CNPq) Research Fellowship

EDITORIAL REVIEW ACTIVITIES

Journal of Operations Management	Associate Editor, 09/2017 – Editorial Review Board member, 08/2015 – 09/ 2017
Decision Sciences Journal	Associate Editor, 10/2017 –
International Journal of Physical Distribution and Logistics Management	Senior Associate Editor, 05/2025 – Guest Editor – Special Issue: “Advancing the Future of Retail Operations with Cutting-Edge Technologies”, In progress.
Journal of Business Logistics	Editorial Review Board member, 01/2018 –
Journal of Supply Chain Management	Editorial Review Board member, March 2017 –
Manufacturing & Service Operations Management Journal, Management Science, Journal of Retailing, International Journal of Logistics Management, Production Planning & Control	<i>Ad hoc</i> reviewer

RESEARCH GRANTS

Council of Supply Chain Management Professionals (CSCMP)	Big Data: What does it mean for Supply Chain Management? (2014). Research Grant: \$16,500
Center for Services Leadership, W.P. Carey School of Business, Arizona State University	PhD student Dissertation Research Funding Research Grant: \$4,000

PROFESSIONAL AND ACADEMIC MEMBERSHIPS

Council of Supply Chain Management Professionals (CSCMP)	Vice President for Education, Arizona Roundtable. August 2008-December 2012. Member. August 2008-Present.
INFORMS	Member. August 2015-Present.
Production and Operation Management Society (POMS)	Member. August 2011-Present.
Decision Sciences Institute (DSI)	Member. August 2007-Present.
Internet-Edge Supply Chain Management Laboratory at Arizona State University	Founding member and research associate. Spring 2015-Present.
FedEx e-commerce Advisory Board	Member. August 2013-August 2015.
Walmart Multichannel Supplier Collaboration Advisory Board	Member. August 2013-December 2013.
National Transportation Association (NTC). Brazil.	Information Technology Committee Co-Founder and Co-Chair. March 2004-July 2005.

TEACHING

Fisher College of Business, The Ohio State University, USA	<u>Contemporary Issues in Logistics: Emerging Technology for Supply Chain Management</u> . Master of Science in Supply Chain Management. Summer 2023 – Present.
	<u>Logistics Execution 1</u> . Undergraduate upper division course. Fall 2022 – Present.
	<u>Logistics and Supply Chain Technology</u> . Undergraduate upper division course. Spring 2021 – Present.
	<u>Supply Chain Management</u> . MBA. Spring 2020 – Present.
	<u>Supply Chain Management</u> . Undergraduate upper division course. Spring 2020 – Spring 2022.
	<u>Logistics Technology and Applications</u> . Working Professionals MBA. Summer 2022.
	<u>Supply Chain Economics</u> . Doctoral Symposium. Spring 2020.
Sam M. Walton College of Business, University of Arkansas, USA	<u>Supply Chain Economics</u> . Doctoral Symposium. Spring 2015 – Spring 2018.
	<u>Supply Chain Strategy</u> . Capstone course in the Supply Chain Management major. Fall 2014 – Spring 2018.
	<u>Transportation and Logistics Strategies</u> . Capstone course in the Supply Chain Management major. Spring 2013 – Spring 2014.
W. P. Carey School of Business, Arizona State University, USA	<u>Quality Management</u> . Undergraduate upper division course. Spring 2012.
	<u>Logistics Management</u> . Undergraduate upper division course. Fall 2011.
	<u>Global Supply Operations</u> . Undergraduate upper division course. Summer 2010.
UNA Education Center, Brazil	<u>Logistics Management Information Systems</u> . Core course in the Logistics Executive Education Program. Fall 2005 – Spring 2007.

RECENT RELEVANT ACADEMIC SERVICES

International Journal of Physical Distribution and Logistics Management	Guest Editor, Special Issue on Technology Applications in Retail
Supply Chain Association, Graduate Students Organization, The Ohio State University	Academic Advisor (2019-Present)
Decision Sciences Institute (DSI)	Annual Conference, Co-chair (2024)
American Collegiate Retailing Association (ACRA)	Annual Conference, Co-chair (2023)
Logistics Doctoral Symposium	Patricia J. Daugherty Logistics Doctoral Symposium, Faculty Mentor
Academic Advisor	Giorgia Lembo (PhD), POLIMI, Co-advisor (2025-2026) Giulia Montuari (PhD), POLIMI, Co-advisor (2024-2025) Marco Biasoni (MSc), POLIMI, Co-advisor (2023-2024) Roberto Portaluppi (MSc), POLIMI, Co-advisor (2023-2024) Almir Gungor (MSc), POLIMI, Co-advisor (2021-2022) Ha Ta (PhD), University of Arkansas, Co-advisor (2016-2017)
Council of Supply Chain Management Professionals (CSCMP)	Donald J Bowersox Doctoral Symposium, Faculty mentor

RELEVANT MEDIA APPEARANCES

Fisher Link	Dr. Annibal Sodero: Students Flock to Grubhub Food Robots. Accessible at: https://creators.spotify.com/pod/profile/fisherlink/episodes/Dr--Annibal-Sodero-Students-Flock-to-Grubhub-Food-Robots---Episode-5-3-e1hp0kq
The Ohio State University, Max Fisher College of Business	Research: Cause-related marketing has a “dark side.” Accessible at: https://fisher.osu.edu/news/research-cause-related-marketing-has-a-dark-side
Northwest Arkansas Democrat-Gazette <i>The premier digital source for news in Northwest Arkansas</i>	Featured in 18 articles, in which I predominantly talk about Walmart’s omnichannel moves. Accessible at: http://www.nwaonline.com/search/?query=sodero
Talk Business & Politics <i>A news website that covers business, politics and culture across all the Arkansas regions</i>	Featured in over 35 articles, in which I talk about Walmart’s omnichannel moves, Amazon innovations, and the digital transformation of retailing in general. Accessible at: http://talkbusiness.net/?s=sodero
8 th and Walton Media <i>Weekly show that discusses how suppliers can become better partners with Walmart</i>	Special guest of the week. The topic was “Supply Chain Omnichannel Strategies”. The interview starts at the 14:00 minute mark: Accessible at: https://www.youtube.com/watch?v=md05RGLg8YM
Supply Chain Brain <i>“The world's most comprehensive supply chain management information resource”</i>	Two interviews conducted during CSCMP Annual Conferences, in which I discuss the promises and perils of omnichannel retail and Big Data use in retail supply chains. Accessible at: http://www.supplychainbrain.com/content/nc/videos/2013-videos/cscmp-2013/promises-and-challenges-of-omnichannel-retailing/ http://www.supplychainbrain.com/content/nc/videos/2014-videos/cscmp-2014/the-promise-and-peril-of-big-data-in-retail-supply-chains/

REFERENCES

Walter Zinn	Professor of Logistics, Chair of the Department of Marketing and Logistics The Ohio State University Zinn.13@osu.edu
Michael August Knemeyer	Professor of Logistics The Ohio State University Knemeyer.4@osu.edu
Xiang (Sean) Wan	Professor of Logistics The Ohio State University Wan.207@osu.edu