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## **PROFESSIONAL EXPERIENCE**

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- Assistant Professor      Department of Marketing and Logistics, Fisher College of Business, The Ohio State University, USA. 07/2019 –
- Assistant Professor      Department of Supply Chain Management, Sam M. Walton College of Business, University of Arkansas, USA. 01/2013 – 05/2019.
- Graduate Assistant      Department of Supply Chain Management, W. P. Carey School of Business, Arizona State University, USA. 08/2007 – 05/2012.
- Co-founder      A&A Corp Consulting, Brazil. 01/2006 – 07/2007.  
*Logistics consultant.*
- Co-founder and CEO      Ad Hoc Informática, Brazil. 11/1994 – 12/2005.  
*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.*

## EDUCATION

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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.*

<b>Dissertation Title:</b>	The Effect of Social Interactions on Demand and Inventory Outcomes of Online Retailers: The Social Shopping Context
<b>Dissertation Advisor:</b>	Elliot Rabinovich
<b>Committee Members:</b>	Rajiv Sinha and Arnold Maltz
<b>Notable seminars:</b>	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
<b>Notable courses:</b>	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.*

<b>Dissertation Title:</b>	Strategic Management of Information Technology in Large Logistics Providers: The Case of TNT Logistics United Kingdom
<b>Notable courses:</b>	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 ranked the UFMG's Computer Sciences program #1 nationally in 1996.*

## **PUBLICATIONS**

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### **❖ Published peer-reviewed papers**

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. *Forthcoming*.

**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 publications**

ESPER, T. L., CASTILLO, V. E., REN, K., **SODERO, A.C.**, WAN, X., CROXTON, K. L., KNEMEYER, A. MICHAEL, 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.

**SODERO A.C.**, RABINOVICH, E. (2019) “Omnichannel Assortment Decisions in a Fashion Retailing Supply Chain.” In: Gallino S., Moreno A. (eds) *Operations in an Omnichannel World*. Springer Series in Supply Chain Management, vol 8. Springer, Cham.

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.

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

❖ **Papers under peer review**

CASTILLO, V. E., POSNER, M., **SODERO, A. C.**, ZINN, W. Two-side Uncertainty in Crowdsourced Last Mile Delivery with Surge Pricing. *Journal of Operations Management*. Reject and Resubmit, *Journal of Operations Management*.

❖ **Work in progress**

**SODERO, A.C.**, ZACHARIA, Z., “Navigating a high-impact disruption event: evidence from drop-shipping assimilation during the COVID-19 pandemic outbreak”. Target: Journal of Operations Management. Preparing for submission.

HOFER, A.R.; **SODERO, A.C.**; “Logistics outsourcing involving multinational corporations in an emerging market.” Target: Journal of Operations Management. Preparing for submission.

TA, H.; ESPER, T.; **SODERO, A.C.**; HOFER, A.R. “e-logistics service quality and customer outcomes in crowdsourced delivery: A reconceptualization” Target: Journal of Operations Management. Preparing for submission.

**SODERO, A. C.** Drop-shipping assimilation in retail supply chain operations. Target: Journal of Operations Management. Preparing for submission.

**SODERO, A. C.**, YAN, T., GOUSSEVSKAIA, A. To co-evolution of network structure and firm innovation. Target: Journal of Operations Management. Re-conceptualization.

**SODERO, A.C.**; RABINOVICH, E.; AYDINLIYIM, T.; PAGBURN, M. “An Empirical Analysis of How Disclosed Inventory Levels Affect Online Retail Sales.” Target: Journal of Operations Management. Re-conceptualization.

KLUPPEL, L. M., ANAND, J., **SODERO, A. C.** Do Outside CEOs Change Firm Strategy More (or Less) Than Inside CEOs? The Case of Tech Redeployment. Target: Academy of Management Journal. Conceptual phase.

CORREDOIRA, R., KLUPPEL, L. M., **SODERO, A. C.**, ANAND, J. Alliance formation and patenting activity. Target: Strategic Management Journal. Conceptual phase.

KLUPPEL, L. M., **SODERO, A. C.**, GOUSSEVSKAIA, A. How a partner’s alliance formation with a competitor affects a firm’s information transfer. Target: Strategic Management Journal. Conceptual phase.

### **EDITORIAL REVIEW ACTIVITIES**

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Journal of Operations Management	Associate Editor, 09/2017 – Editorial Review Board member, 08/2015 – 09/ 2017
Decision Sciences Journal	Associate Editor, 10/2017 –
Journal of Business Logistics	Editorial Review Board member, 01/2018 –
Journal of Supply Chain Management	Editorial Review Board member, March 2017 –
Management Science, International Journal of Physical Distribution and Logistics Management, International Journal of Logistics Management, Production Planning & Control	<i>ad hoc</i> reviewer

### **ACADEMIC FELLOWSHIPS, AWARDS, AND DISTINCTIONS**

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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

## **RESEARCH GRANTS**

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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**

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Internet-Edge Supply Chain Management Laboratory at Arizona State University	Founding member and research associate. Spring 2015-Present.
Council of Supply Chain Management Professionals (CSCMP)	Vice President for Education, Arizona Roundtable. August 2008-December 2012. Member. August 2008-Present.
Production and Operation Management Society (POMS)	Member. August 2011-Present.
INFORMS	Member. August 2015-August 2016.
FedEx e-commerce Advisory Board	Member. August 2013-August 2015.
Walmart Multichannel Supplier Collaboration Advisory Board	Member. August 2013-December 2013.
Decision Sciences Institute (DSI)	Member. August 2007-December 2012.
National Transportation Association (NTC). Brazil.	Information Technology Committee Co-Founder and Co-Chair. March 2004-July 2005.

## **RECENT ACADEMIC SERVICES**

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American Collegiate Retailing Association (ACRA)	Annual Conference, Co-chair (2023)
Council of Supply Chain Management Professionals (CSCMP)	32 <sup>nd</sup> Annual Donald J Bowersox Doctoral Symposium, Faculty mentor (2022) 30 <sup>th</sup> Annual Donald J Bowersox Doctoral Symposium, Faculty mentor (2020)
Logistics Doctoral Symposium	17 <sup>th</sup> Logistics Doctoral Symposium, Faculty Mentor (2022)
Academic Advisor	Almir Gungor (MSc), POLIMI, Co-advisor (2021-2022) Ha Ta (PhD), University of Arkansas, Co-advisor (2016-2017)

## **TEACHING AND RESEARCH INTERESTS**

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My research and teaching interests in Supply Chain Management and Logistics are at the intersection of Economics, Marketing, and Information Systems. They include multichannel/omnichannel retail supply chain management, social media, Big Data, and information technology in supply chains, logistics management, and innovation management; use of secondary data, experiments, and simulation, combined with econometrics techniques.

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.



## TEACHING

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Fisher College of Business, The Ohio State University, USA	<u>Supply Chain Economics</u> . Doctoral Symposium. Spring 2020. <u>Supply Chain Management</u> . MBA. Spring 2020 – <u>Fundamentals of Logistics Technology</u> . Working Professionals MBA. Summer 2022 <u>Logistics Execution 1</u> . Undergraduate upper division course. Fall 2022 – <u>Fundamentals of Logistics Technology</u> . Undergraduate upper division course. Spring 2021 – <u>Supply Chain Management</u> . Undergraduate upper division course. 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.

## **MEDIA APPEARANCES**

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Northwest Arkansas Democrat-Gazette  
*The premier digital source for news in  
Northwest Arkansas*

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  
*A news website that covers business,  
politics and culture across all the  
Arkansas regions*

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<sup>th</sup> and Walton Media  
*Weekly show that discusses how  
suppliers can become better partners  
with Walmart*

Special guest of the week. The topic was "Supply Chain Omnichannel Strategies". The interview starts at the 14:00 minute mark:  
<https://www.youtube.com/watch?v=md05RGLg8YM>

Supply Chain Brain  
*"The world's most comprehensive  
supply chain management information  
resource"*

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**

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W.P. Carey School of Business  
Arizona State University  
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