

# Simone Balvers

PHD CANDIDATE · OPERATIONS MANAGEMENT

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## Education

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### PhD, Operations Management

2021 - Expected 2025

TILBURG SCHOOL OF ECONOMICS AND MANAGEMENT, TILBURG UNIVERSITY

Tilburg, the Netherlands

- Advisors: Prof. dr. ir. Jan C. Fransoo and Dr. Eirini Spiliotopoulou
- Visiting PhD in 2024 at FEUP (Engineering Faculty of Porto University)

### Master of Science, Operations Management and Logistics

2018 - 2020

EINDHOVEN UNIVERSITY OF TECHNOLOGY

Eindhoven, the Netherlands

- Advisor: Dr. Karel van Donselaar
- Completed with distinction

### Bachelor of Science, Industrial Engineering

2014-2018

EINDHOVEN UNIVERSITY OF TECHNOLOGY

Eindhoven, the Netherlands

- Advisor: Dr. Rob Broekmeulen
- Completed with distinction

### Gymnasium

2008-2014

DR. MOLLERCOLLEGE

Waalwijk, the Netherlands

## Research Interest

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Retail, Nanostores, Developing Countries, Behavioral Operations Management, Empirical Research

## Working Papers and Research Projects

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**Balvers, S.,** Spiliotopoulou, E., Fransoo, J.C. 'Lead Time Optimism: The Impact of Supply Timing Uncertainty on Ordering Behavior.' Reject & Resubmit at Manufacturing & Service Operations Management

**Balvers, S.,** Boulaksil, Y., Fransoo, J.C. 'Sales Agent, Call Center, or App? Their Impact on Nanostore Ordering Behavior' Status: In preparation for submission to Production and Operations Management

**Balvers, S.,** Amorim, P., Fransoo, J.C. 'Changing the Sales and Distribution Strategy for a Nanostore: The Impact on a Nanostore Supplier.' Status: Data Analysis

**Balvers, S.,** Amorim, P., Fransoo, J.C. 'The Impact of In-Store App Adoption on Consumer Purchasing Behavior.' Status: Data Analysis

## Presentations

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**Balvers, S.,** Boulaksil, Y., Fransoo, J.C. (Scheduled September 2024). Sales Agent, Call Center, or App? Their Impact on Nanostore Ordering Behavior. PhD Day, Tilburg, the Netherlands

**Balvers, S.,** Boulaksil, Y., Fransoo, J.C. (May 2024). Sales Agent, Call Center, or App? Their Impact on Nanostore Ordering Behavior. Netherlands OML Conference, Soesterberg, the Netherlands

**Balvers, S.,** Boulaksil, Y., Fransoo, J.C. (April 2024). Sales Agent, Call Center, or App? Their Impact on Nanostore Ordering Behavior. POMS Conference, Minneapolis, United States

**Balvers, S.,** Spiliotopoulou, E., Fransoo, J.C. (March 2024). Lead Time Optimism: The Impact of Supply Timing Uncertainty on Ordering Behavior. BehOps Summit, Rotterdam, the Netherlands

- Balvers, S., Boulaksil, Y., Fransoo, J.C.** (February 2024). Sales Agent, Call Center, or App? Their Impact on Nanostore Ordering Behavior. DEGI Club Seminar Series, Porto, Portugal
- Balvers, S., Spiliotopoulou, E., Fransoo, J.C.** (December 2023). Lead Time Optimism: The Impact of Supply Timing Uncertainty on Ordering Behavior. Beta Symposium, Soesterberg, the Netherlands
- Balvers, S., Spiliotopoulou, E., Fransoo, J.C.** (October 2023). Lead Time Optimism: The Impact of Supply Timing Uncertainty on Ordering Behavior. BOM Seminar Series, Eindhoven, the Netherlands
- Balvers, S., Spiliotopoulou, E., Fransoo, J.C.** (October 2023). Lead Time Optimism: The Impact of Supply Timing Uncertainty on Ordering Behavior. INFORMS Conference, Phoenix, United States
- Balvers, S., Boulaksil, Y., Fransoo, J.C.** (September 2023). Sales Agent, Call Center, or App? The Impact on Nanostore Ordering Behavior. 6th EWG Retail Meeting, Stockholm, Sweden
- Balvers, S., Spiliotopoulou, E., Fransoo, J.C.** (June 2023). Lead Time Optimism: The Impact of Supply Timing Uncertainty on Ordering Behavior. PhD Day, Tilburg, the Netherlands

## Teaching Experience

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Upcoming	<b>Operations Management for EBE</b> , Lecturer Tutorials, Bachelor Course (Dutch)	<i>Tilburg</i>
Upcoming	<b>Operations Management for BDK</b> , Lecturer Tutorials, Bachelor Course (Dutch)	<i>Tilburg</i>
2023-2024	<b>Operations Management for BE</b> , Lecturer Tutorials, Bachelor Course (Dutch)	<i>Tilburg</i>
2023-2024	<b>Research Methods in SCM</b> , Lecturer Tutorials, Master Course given 2x a year	<i>Tilburg</i>
2022-2023	<b>Research Methods in SCM</b> , Lecturer Tutorials, Master Course given 2x a year	<i>Tilburg</i>
2022-2023	<b>Supervisor: BSc. Theses</b> , First Supervisor of 10 students	<i>Tilburg</i>
2022-2023	<b>Supervisor: MSc. Theses</b> , First Supervisor of 1 student	<i>Tilburg</i>

## Professional Experience

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2020-2021	<b>Logistics Engineer</b> , Rhenus Contract Logistics, Son, the Netherlands
2019-2020	<b>Graduate Intern - Supply Chain Management Department</b> , Lidl Nederland GmbH, Huizen, the Netherlands

## Grants

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2023	<b>International Research Visit Grant</b> , CenterER Graduate School	€5,000
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## Languages

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**Dutch:** Native

**English:** Proficient

## Outreach & Professional Development

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### SERVICE

2023	<b>Reviewer</b> , INFORMS Behavioral Operations Management Section Best Working Paper Competition
2022	<b>Reviewer</b> , Digital and Mobile Commerce Track International Conference on Information Systems (ICIS)

### DEVELOPMENT

2024	<b>Doctoral Consortium</b> , POMS Conference, Minneapolis
2023	<b>Summer School on Retail Operations</b> , EURO WG & Stockholm Business School, Stockholm
2022	<b>Digital Technologies in Operations and Marketing (DTOM) Workshop</b> , School of Management, Technical University of Munich, Heilbronn

## ADDITIONAL EXPERIENCE

- 2023 **PhD Representative**, Department of Management, Tilburg University
- 2023 **Co-host of the Emerging Market Retail Podcast**, [emergingmarketretailpodcast.com](https://emergingmarketretailpodcast.com)
- 2022 **Co-organizer Rejection Festival**, Event to celebrate academic rejections
- 2019 **Finalist Tournament in Management and Engineering Skills (TIMES)**, case study competition for Industrial Engineering and Management students, Porto
- 2019 **Semi-Finalist Tournament in Management and Engineering Skills (TIMES)**, case study competition for Industrial Engineering and Management students, Lyon
- 2018 **Semi-Finalist Tournament in Management and Engineering Skills (TIMES)**, case study competition for Industrial Engineering and Management students, Minho
- 2018-2020 **Member Advisory Council**, Interactie - Study Association for International Industrial Engineering Activities (ESTIEM LG Eindhoven)
- 2017-2018 **President**, Interactie - Study Association for International Industrial Engineering Activities (ESTIEM LG Eindhoven)