

Sara REZAAE VESSAL

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Associate Professor

Department: Information Systems, Data Analytics
and Operations
Campus de Cergy

DIPLOMAS

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|------|---|
| 2017 | Doctorat in Operation Management (HEC Paris France) |
| 2010 | MBA (Blekinge Institute of Technology Sweden) |
| 2006 | MSc in Information Technology Engineering (Tarbiat Modares University Iran) |
| 2004 | BSc in Industrial Engineering (Iran University of Science and Technology Iran) |

CERTIFICATES

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| 2013 | MIT-Zaragoza PhD Program, International Logistics Program (Massachusetts Institute of Technology United States of America) |
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CAREER

FULL-TIME ACADEMIC APPOINTMENTS

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| 2017 - 2024-08-31 | Assistant Professor (ESSEC Business School France) |
| 2024 - Now | Associate Professor (ESSEC Business School France) |

OTHER APPOINTMENTS

2016 - 2017-08-31 Visiting Scholar (Stephen M. Ross School of Business United States of America)

2011 - Now Member, GREGHEC (CNRS) (HEC Paris France)

PROFESSIONAL APPOINTMENTS

2009 - 2011-12-31 Project Manager (Designing Financial Tools to Finance Tehran Municipality Projects) (Sharif University Technological Financial Research Center Iran)

2007 - 2009-05-31 System Analyst and Project Control Adviser (Heatland Engineering Co. Iran)

2004 - 2007-05-31 Project Management Consultant (The National Petrochemical Company (NPC) Iran)

PUBLICATIONS

PRESENTATIONS AT AN ACADEMIC OR PROFESSIONAL CONFERENCE

[BISWAS, D. et REZAE VESSAL, S. \(2022\). Smart Home Insurance: Collaboration and Pricing. Dans: 2022 CORS/INFORMS International Conference. Vancouver.](#)

[REZAE VESSAL, S. et NEZAMI, M. \(2021\). Risk–Return Implications of Offering Services in the Software Industry: Accounting and Financial Market Perspectives. Dans: 31st Annual POMS Conference. Sustainable Innovation and Responsible Analytics as a Force for Good.](#)

[REZAE VESSAL, S. et SHALPEGIN, T. \(2021\). Accepting Defective Products and Renegotiating in Collaborative Product Development. Dans: 31st European Conference on Operational Research \(EURO 2021\). Athens.](#)

[REZAE VESSAL, S. et SHALPEGIN, T. \(2021\). Accepting Defective Products and Renegotiating in Collaborative Product Development. Dans: Institute for Operations Research and the Management Sciences \(INFORMS\) 2021 Annual Meeting. Anaheim.](#)

[REZAE VESSAL, S. et SHALPEIGN, T. \(2022\). Take it or leave it: Renegotiating in Collaborative Product Development. Dans: 2022 Production and Operations Management Society \(POMS\) International Conference: Resilient Networks. Budapest.](#)

[REZAE VESSAL, S., NEZAMI, M. et SHANTIA, A. \(2023\). Empirical investigation of the valuation premium effect of target Firms' operations capability in M&As. Dans: 2023 Manufacturing and Service Operations Management \(MSOM\) Conference. Montreal.](#)

[REZAE VESSAL, S., NEZAMI, M. et SHANTIA, A. \(2023\). Empirical Investigation of the Valuation Premium Effect of Target Firms' Operations Capability in M&As. Dans: 2023 Production and Operations Management Society \(POMS\) Annual Conference. Orlando.](#)

[REZAE VESSAL, S. et SHANTIA, A. \(2023\). Accepting Defective Products: Implications for Supplier Incentives. Dans: 2023 The International Federation of Operational Research Societies. Santiago.](#)

[REZAE VESSAL, S. et SOMMER, S. \(2013\). Incentive Scheme for Globally Dispersed Product Development Teams. Dans: 2013 INFORMS Annual Meeting. Minneapolis.](#)

[REZAE VESSAL, S. et SOMMER, S. \(2014\). Incentivizing Collaboration in Global Product Development Teams. Dans: 2014 INFORMS Annual Meeting. San Francisco.](#)

[REZAE VESSAL, S. et SOMMER, S. \(2015\). Collaboration in Global Product Development. Invited Session. Dans: POMS 26th Annual Conference. Washington DC.](#)

[REZAE VESSAL, S. et AFLAKI, S. \(2015\). Optimal Allocation Rules with Waste Considerations. Invited Session. Dans: 2015 INFORMS Annual Meeting. Philadelphia.](#)

[REZAE VESSAL, S. et SOMMER, S. \(2016\). Effect of Incentive Design on Location Decision of Collaborative Product Development Teams. Dans: 2016 INFORMS Annual Meeting. Nashville.](#)

[REZAE VESSAL, S. et AFLAKI, S. \(2016\). Optimal Allocation Rules with Waste Considerations. Invited Session. Dans: POMS 27th Annual Conference. Orlando.](#)

[REZAE VESSAL, S. et AFLAKI, S. \(2016\). Optimal Allocation Rules with Waste Considerations. Invited Session. Dans: 2016 INFORMS Annual Meeting. Nashville.](#)

[REZAE VESSAL, S. et AFLAKI, S. \(2017\). Optimal Allocation Rules with Waste Considerations. Invited Session. Dans: POMS 28th Annual Conference. Seattle.](#)

[REZAE VESSAL, S. et AFLAKI, S. \(2017\). Optimal Allocation Rules with Waste Considerations. Invited Session. Dans: 2017 INFORMS Annual Meeting. Houston.](#)

[REZAE VESSAL, S. et NEZAMI, M. \(2019\). Risk-Return Implications of Offering Services in the Software Industry. Dans: 2019 INFORMS Annual Meeting.](#)

[REZAE VESSAL, S. et MEZANI, M. \(2021\). Risk-Return Implications of offering Product-Service Portfolio. Dans: 31st POMS Annual Conference 2021 Online.](#)

[REZAE VESSAL, S. \(2021\). Effect of Operations Department Power on Firm Performance. Dans: 2021 POMS Annual Conference. Online.](#)

[REZAE VESSAL, S. et SOMMER, S. \(2017\). Effect of Incentive Design on of Location Decision of Product Development of Teams. Dans: 2017 Institute for Operations Research and the Management Sciences \(INFORMS\) Annual Meeting.](#)

[REZAE VESSAL, S. et SOMMER, S. \(2018\). Going Collocated or Dispersed in Product Development Projects. Dans: 2018 Production and Operations Management Society \(POMS\) Sri Lanka International Conference.](#)

[REZAE VESSAL, S. et SOMMER, S. \(2018\). Going CO-located or Dispersed in Product Development Projects. Dans: 11th Triennial Conference of Association of Asia Pacific Operational Research Societies.](#)

[REZAE, S. \(2022\). Renegotiation in Collaborative Product Development. Dans: 2022 The Institute for Operations Research and the Management Sciences \(INFORMS\) Annual Meeting. Indianapolis.](#)

[REZAE VESSAL, S. \(2018\). Optimal Allocation Rules with Waste Considerations. Dans: 29th European Conference on Operational Research \(EURO 2018\).](#)

[REZAE VESSAL, S. et AFLAKI, S. \(2019\). Waste considerations in Food Supply Chain. Dans: 30th European Conference on Operational Research 2019 \(EURO 30\).](#)

[REZAE VESSAL, S. \(2019\). Waste-minimization Approach in Supply Chains. Dans: 2019 Manufacturing and Service Operations Management.](#)

CONFERENCE PROCEEDINGS

[REZAE VESSAL, S. et MOVAREI, R. \(2006\). Application of theory of inventive problem solving in customer relationship management. Dans: 2006 IEEE International Conference. IEEE Computer Society.](#)

[REZAE VESSAL, S., REZAE VESSAL, S. et MOVAREI, R. \(2010\). New product promotion and E-commerce: effects of retailer webpage layout on buyer behaviour. Dans: 2010 IEEE International Conference. IEEE Computer Society, pp. 1224-1229.](#)

[REZAE VESSAL, S. \(2010\). Mysteries of new product promotion; effects of layout on buyer behaviour. Dans: 2010 IEEE International Conference. IEEE Computer Society, pp. 468-473.](#)

JOURNAL ARTICLES

[REZAE VESSAL, S., DE GIOVANNI, P. et HASSANZADEH, A. \(2022\). Technology and Service Investments in the Presence of Feature Fatigue and Word-of-Mouth. *European Journal of Operational Research*, 301\(3\), pp. 923-941.](#)

[MOVAREI, R., REZAE VESSAL, S., REZAE VESSAL, S. et ASPARA, J. \(2022\). The effect of type of company doing home delivery during a pandemic on consumers' quality perceptions and behavior. *International Journal of Physical Distribution and Logistics Management*, 52\(11\), pp. 1-24.](#)

[BISWAS, D. et REZAE VESSAL, S. \(2024\). Smart home insurance: Collaboration and pricing.](#)

[European Journal of Operational Research, 314\(1\), pp. 176-205.](#)

[REZAE VESSAL, S., MOVAREI, R. et ALBADVI, A. \(2005\). TRIZ and CRM, hand in hand! *The TRIZ Journal*.](#)

[REZAE VESSAL, S. et SOMMER, S. \(2024\). Team Composition and Incentive Design in Collaborative New Product Development. *Production and Operations Management*, In press.](#)

[NEZAMI, M., REZAE VESSAL, S. et SHANTIA, A. \(2025\). Effects of operations executives' power on shareholder wealth. *International Journal of Production Economics*, 284, pp. 109602.](#)

RESEARCH ACTIVITIES

Member of an academic association

- 1982 - Now: Member of The Institute for Operations Research and the Management Sciences (INFORMS)
- 1982 - Now: Member of The Manufacturing and Service Operations Management Society (MSOM)
- 1982 - Now: Member of Production and Operations Management Society (POMS)