

Sara REZAEE VESSAL

Associate Professor

Department: Information Systems, Data

Analytics and Operations

ESSEC Business School

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Country of origin: Iran

RESEARCH INTERESTS

Product/service development, Sustainability in supply chain, Technology management

EDUCATION

| | |
|------|--------------------------------------------------------------------------------|
| 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 |

EMPLOYMENT

Full-time academic positions

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|----------------|----------------------------------------------------|
| 2024 - Present | Associate Professor, ESSEC Business School, France |
| 2017 - 2024 | Assistant Professor, ESSEC Business School, France |

Other affiliations and appointments

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| 2016 - 2017 | Visiting Scholar, Stephen M. Ross School of Business, United States of America |
| 2011 - Present | Member, GREGHEC (CNRS), HEC Paris, France |

Other professional experiences

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| 2009 - 2011 | Project Manager (Designing Financial Tools to Finance Tehran Municipality Projects), Sharif University Technological Financial Research Center, Iran |
| 2007 - 2009 | System Analyst and Project Control Adviser, Heatland Engineering Co., Iran |
| 2004 - 2007 | Project Management Consultant, The National Petrochemical Company (NPC), Iran |

GRANTS AND HONORS

Awards and Honors

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|------|----------------------------------------------------------------------------|
| 2008 | National Book of the Year's Award for the Book "Project Change Management" |
| 2004 | Top 1%, Iranian National University Entrance Exam for graduate studies |

- 2003 Best student among Award, Iran University of Science and Technology, Iran
- 2000 Top 5%, Iranian National University Entrance Exam for undergraduate studies

Grants

- 2011 Doctoral fellowship, HEC Paris, France

PUBLICATIONS

Journal Articles

- NEZAMI, M., REZAEI VESSAL, S. and SHANTIA, A. (2025). Effects of operations executives' power on shareholder wealth. *International Journal of Production Economics*, 284, pp. 109602.
- BISWAS, D. and REZAEI VESSAL, S. (2024). Smart home insurance: Collaboration and pricing. *European Journal of Operational Research*, 314(1), pp. 176-205.
- REZAEI VESSAL, S. and SOMMER, S. (2024). Team Composition and Incentive Design in Collaborative New Product Development. *Production and Operations Management*, In press.
- REZAEI VESSAL, S., DE GIOVANNI, P. and 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., REZAEI VESSAL, S., REZAEI VESSAL, S. and 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.
- MOVAREI, R., REZAEI VESSAL, S., REZAEI VESSAL, S. and 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.
- REZAEI VESSAL, S., MOVAREI, R. and ALBADVI, A. (2005). TRIZ and CRM, hand in hand! *The TRIZ Journal*.

Conference proceedings

- REZAEI VESSAL, S. (2010). Mysteries of new product promotion; effects of layout on buyer behaviour. In: *2010 IEEE International Conference*. IEEE Computer Society, pp. 468-473.
- REZAEI VESSAL, S., REZAEI VESSAL, S. and MOVAREI, R. (2010). New product promotion and E-commerce; effects of retailer webpage layout on buyer behaviour. In: *2010 IEEE International Conference*. IEEE Computer Society, pp. 1224-1229.
- REZAEI VESSAL, S., REZAEI VESSAL, S. and MOVAREI, R. (2010). New product promotion and E-commerce; effects of retailer webpage layout on buyer behaviour. In: *2010 IEEE International Conference*. IEEE Computer Society, pp. 1224-1229.
- REZAEI VESSAL, S. and MOVAREI, R. (2006). Application of theory of inventive problem solving in customer relationship management. In: *2006 IEEE International Conference*. IEEE Computer Society.

Conferences

- REZAEI VESSAL, S., NEZAMI, M. and SHANTIA, A. (2023). Empirical investigation of the valuation premium effect of target Firms' operations capability in M&As. In: *2023 Manufacturing and Service Operations Management (MSOM) Conference*. Montreal.

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

REZAE VESSAL, S. and SHANTIA, A. (2023). Accepting Defective Products: Implications for Supplier Incentives. In: 2023 The International Federation of Operational Research Societies. Santiago.

REZAE VESSAL, S. (2022). Renegotiation in Collaborative Product Development. In: 2022 The Institute for Operations Research and the Management Sciences (INFORMS) Annual Meeting. Indianapolis.

BISWAS, D. and REZAE VESSAL, S. (2022). Smart Home Insurance: Collaboration and Pricing. In: 2022 CORS/INFORMS International Conference. Vancouver.

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

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

REZAE VESSAL, S. and MEZANI, M. (2021). Risk-Return Implications of offering Product-Service Portfolio. In: 31st POMS Annual Conference 2021 Online.

REZAE VESSAL, S. (2021). Effect of Operations Department Power on Firm Performance. In: 2021 POMS Annual Conference. Online.

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

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

REZAE VESSAL, S. and AFLAKI, S. (2019). Waste considerations in Food Supply Chain. In: 30th European Conference on Operational Research 2019 (EURO 30).

REZAE VESSAL, S. (2019). Waste-minimization Approach in Supply Chains. In: 2019 Manufacturing and Service Operations Management.

REZAE VESSAL, S. and NEZAMI, M. (2019). Risk–Return Implications of Offering Services in the Software Industry. In: 2019 INFORMS Annual Meeting.

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

REZAE VESSAL, S. and SOMMER, S. (2018). Going CO-located or Dispersed in Product Development Projects. In: 11th Triennial Conference of Association of Asia Pacific Operational Research Societies.

REZAE VESSAL, S. (2018). Optimal Allocation Rules with Waste Considerations. In: 29th European Conference on Operational Research (EURO 2018).

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

REZAEE VESSAL, S. and AFLAKI, S. (2017). Optimal Allocation Rules with Waste Considerations. Invited Session. In: POMS 28th Annual Conference. Seattle.

REZAEE VESSAL, S. and AFLAKI, S. (2017). Optimal Allocation Rules with Waste Considerations. Invited Session. In: 2017 INFORMS Annual Meeting. Houston.

REZAEE VESSAL, S. and SOMMER, S. (2016). Effect of Incentive Design on Location Decision of Collaborative Product Development Teams. In: 2016 INFORMS Annual Meeting. Nashville.

REZAEE VESSAL, S. and AFLAKI, S. (2016). Optimal Allocation Rules with Waste Considerations. Invited Session. In: POMS 27th Annual Conference. Orlando.

REZAEE VESSAL, S. and AFLAKI, S. (2016). Optimal Allocation Rules with Waste Considerations. Invited Session. In: 2016 INFORMS Annual Meeting. Nashville.

REZAEE VESSAL, S. and SOMMER, S. (2015). Collaboration in Global Product Development. Invited Session. In: POMS 26th Annual Conference. Washington DC.

REZAEE VESSAL, S. and AFLAKI, S. (2015). Optimal Allocation Rules with Waste Considerations. Invited Session. In: 2015 INFORMS Annual Meeting. Philadelphia.

REZAEE VESSAL, S. and SOMMER, S. (2014). Incentivizing Collaboration in Global Product Development Teams. In: 2014 INFORMS Annual Meeting. San Francisco.

REZAEE VESSAL, S. and SOMMER, S. (2013). Incentive Scheme for Globally Dispersed Product Development Teams. In: 2013 INFORMS Annual Meeting. Minneapolis.

OTHER RESEARCH ACTIVITIES

Affiliations

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