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

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

Other affiliations and appointments

2026 - 2028	Academic director of the Global MBA, ESSEC Business School, France
2026 - 2027	Head of the Operations Management Track, ESSEC Business School, France
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

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

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

REZAEE VESSAL, S. and SOMMER, S. (2025). Team Composition and Incentive Design in Collaborative New Product Development. *Production and Operations Management*, 34(6), pp. 1477-1494.

NEZAMI, M., REZAEE 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 REZAEE VESSAL, S. (2024). Smart home insurance: Collaboration and pricing. *European Journal of Operational Research*, 314(1), pp. 176-205.

REZAEE 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.

MOVARREI, R., REZAEE VESSAL, S., REZAEE 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.

MOVARREI, R., REZAEE VESSAL, S., REZAEE 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.

REZAEE VESSAL, S., MOVAREI, R. and ALBADVI, A. (2005). TRIZ and CRM, hand in hand! *The TRIZ Journal*.

Conference proceedings

REZAEE 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.

REZAEE VESSAL, S., REZAEE 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.

REZAEE VESSAL, S., REZAEE 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.

REZAEE 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

REZAEE VESSAL, S., SHANTIA, A. and PAPIER, F. (2026). Supply Chain Due Diligence Regulation's Impact on Firm Profitability and Social Value. In: 2026 Production and Operations Management Society (POMS) Annual Conference. Reno.

REZAEE VESSAL, S., SHANTIA, A. and AFLAKI, S. (2025). Supply Chain Due Diligence, game theory, sustainability, supply chain compliance, sustainability standard. In: 34th European Conference on Operational Research (EURO2025). Leeds.

REZAEE VESSAL, S. and BISWAS, D. (2025). AI in Audiobook Narration: Boon OR Bane? In: 2025 Institute for Operations Research and the Management Sciences (INFORMS) International Meeting. Singapore.

REZAEE 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.

REZAEE 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.

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

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

REZAEE 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.

REZAEE 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 Analyticsas a Force for Good.

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

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

REZAEE 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.

REZAEE 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.

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

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

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

REZAEE 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.

REZAEE 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.

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

REZAEE 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)