

Sara REZAAE VESSAL

Associate Professor

Department: Information Systems, Data Analytics and Operations
ESSEC Business School
3 avenue Bernard Hirsch
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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., 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. and SOMMER, S. (2024). Team Composition and Incentive Design in Collaborative New Product Development. *Production and Operations Management*, In press.
- 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., 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.

REZAAE 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.

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

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

REZAAE 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.

REZAAE 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.

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

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

REZAAE 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.

REZAAE 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.

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

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

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

REZAAE 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.

REZAAE 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.

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

REZAAE 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.

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

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

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

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

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

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

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

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

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

OTHER RESEARCH ACTIVITIES

Affiliations

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| 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) |