



Maud VAN DEN BROEKE

Ph.D. in Business Economics

Associate Professor, Operations Management

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EDUCATION

- 2016** Ph.D. in Business Economics, KU Leuven, Belgium
- 2011** Master in General Management, Vlerick Business School, Belgium
- 2010** Master in Commercial Engineering, KU Leuven, Belgium

RESEARCH INTERESTS

Operations Management

PROFESSIONAL EXPERIENCE

ACADEMIC:

- 2016 - Present** Professor, IÉSEG School of Management, Lille, France
- 2012 - 2016** Doctoral Researcher, Vlerick Business School, Gent, Belgium
- 2011 - 2012** Junior researcher, Vlerick Business School, Gent, Belgium

COURSES TAUGHT

- Introduction to operations management
- Introduction to operations management, Grande école (bachelor cycle)
- Quantitative business methods

INTELLECTUAL CONTRIBUTIONS

Papers in refereed journals

Published

Van Den Broeke M., Pappas N., (2021), Engaging in or escaping co-creation? An analytical model, *International Journal of Production Economics*, 231(107917), pp. 1-9

Creemers S., Lambrecht M., Belien J., Van Den Broeke M., (2020), Evaluation of appointment scheduling rules: A multi-performance measurement approach, *Omega*, 100(102231), pp. 1-15

Van Den Broeke M., Devolder B., Creemers S., Boute R., (2020), Product platform replacement: impact of performance objectives, innovation speed, and competition, *International Journal of Technology Management*, 85(1), pp. 21-41

Van Den Broeke M., De Baets S., Vereecke A., Baecke P., Vanderheyden K., (2018), Judgmental forecast adjustments over different time horizons, *Omega*, 87(2018), pp. 1-12

Van Den Broeke M., Robert B., Van Mieghem J., (2018), Platform Flexibility Strategies: R&D Investment versus Production Customization Tradeoff, *European Journal of Operational Research*, 270, pp. 475-486

Boute R., Van Den Broeke M., Deneire K., (2017), Barco implements platform-based product development in its Healthcare Division, *Interfaces*, 48(1), pp. 35-44

Van den Broeke M., Boute R., Cardoen B., Samii B., (2017), An efficient solution method to design the cost-minimizing platform portfolio, *European Journal of Operational Research*, 259(1), pp. 236-250

Vereecke A., Van Steendam T., Van den Broeke M., (2016), The 7 Cs of Supply Chain Management: Practices for Profitable Growth, *Journal of Marketing Development and Competitiveness*, 10(1), pp. 94-105

Van den Broeke M., Boute R., Samii B., (2015), Evaluation of product-platform decisions based on total supply chain costs, *International Journal of Production Research*, 53(18), pp. 5545-5563

Van den Broeke M., Boute R., (2014), Advantages and disadvantages of product platforms: insights from literature, *Review of Business and Economic Literature*, 58(3), pp. 186-210

Other conference and seminar presentations

International

Madadian O., Van Den Broeke M., (2018), *A behavioural theory of R&D investments: The impact of risk-taking tendency* Department of Accountancy and Finance (ACF) research seminar, Antwerp, Belgium

National

Madadian O., Van Den Broeke M., (2018), *A behavioral theory of R&D investments: The impact of risk-taking tendency* IESEG, Lille/Paris, France

GRANTS AND HONORS

Award

2017 Finalist for the Franz Edelman Award for Achievement in Operations Research, INFORMS, USA

2010 Award for best Thesis on Procurement and Supply Chain Management, VIB, Belgium

RESEARCH ACTIVITIES

Supervision of Ph.D. Thesis:

2025 Co-director, Balancing workload in a digital environment, IÉSEG School of Management

2025 Co-director, Sustainable Product Design Considering Disruption and Customization

2025 Co-director, Resilient Supply Chains and supplier selection