



**Maud VAN DEN BROEKE**

**Ph.D. in Business Economics**

**Assistant 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

## **EMPLOYMENT 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 ecole
- Quantitative business methods

## **INTELLECTUAL CONTRIBUTIONS**

### **Papers in refereed journals**

#### **Published**

Van Den Broeke M., De Baets S., Vereecke A., Baecke P., Vanderheyden K., (2018), Judgmental forecast adjustments over different time horizons, *Omega*, 000, 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

## **SCIENTIFIC PRIZES AND AWARDS**

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### **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