



**Maud VAN DEN BROEKE**

**Ph.D. in Business Economics**

**Full Professor, Operations Management**

[m.vandenbroeke@ieseg.fr](mailto:m.vandenbroeke@ieseg.fr)

## **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., Paparoidamis 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