

**Marouen Ben-Jebara, PhD**

School of Business, University of South Carolina Aiken

Email: [Marouen.Ben@etamu.edu](mailto:Marouen.Ben@etamu.edu)

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**EXPERIENCE**

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**University of South Carolina Aiken, School of Business**

Associate Professor of Management with tenure

August 2022 – Present

Assistant Professor of Management

August 2016 – August 2022

**IESEG School of Management, Paris**

Visiting Assistant Professor of Management

January 2019– Present

**Western Carolina University, College of Business**

Visiting Assistant Professor of Management

July 2014 – June 2016

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**EDUCATION**

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**College of Business and Innovation, University of Toledo, OH**

Ph.D., Manufacturing and Technology Management

August 2015

**Middlebury Institute of International Studies, Monterey, CA**

Master of Business Administration, Supply Chain Management Concentration

June 2009

**Higher Institute of Management and Paris Dauphine**

Master of Entrepreneurship

December 2007

**National Engineering School of Tunis (ENIT), Tunisia**

Bachelor of Engineering, Industrial Engineering

June 2006

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**RESEARCH**

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***Focus Areas***

Supply Chain Network Analysis. Supply Chain Disintermediation, Product Personalization, Pharmaceutical Supply Chain, Operations-Marketing Interface.

My research investigates the interplay between operational efficiency, network interconnectedness, and product personalization in shaping firm performance and innovation within the pharmaceutical industry. I investigate how firms leverage supply chain structures and operational capabilities to enhance survival, M&A activity, and shareholder value, particularly in complex and innovation-driven environments.

***Publications***

- [1] [M. Ben-Jebara](#), S. Modi, and T. Schoenherr, 2025. "Operations Efficiency and Network Position: Implications for Firm Survival and M&A Activity in the Pharmaceutical Industry." *International Journal of Operations & Production Management*, Forthcoming.
- [2] [M. Ben-Jebara](#), S. Mishra, S. Modi, and S. Mahar, 2023. "Product Personalization Focus in the Pharmaceutical Industry and Shareholder Wealth: The Roles of Marketing Capability and Financial Leverage." *Journal of Business Research*, 159, 113685.

- [3] Ben-Jebara, M. and Modi, S. B., 2021, “Product Personalization and Financial Performance: An Empirical Analysis of the Pharmaceutical Industry,” *Journal of Operations Management*, 67 (1), 82-104.
- [4] A. A. Hervani, L. Hudson, Ben-Jebara, M., and Porca, S., 2021, “Factors Affecting Retirement Security” (Part of financial literacy initiative at USC Aiken),” *International Journal of Business and Social Science*, 11 (12), 1-11.
- [5] Ben-Jebara, M., Wittmer, J. L. D., and Alahmad. Y., 2021 “Board of Directors’ Human Capital: Effect on Innovation in Large Firms,” *Southeast Business Research Association Journal*, 1 (1), 5-21.
- [6] Ben-Jebara, M., 2020 “A Biopharma Supply Network Design with Capacity Planning at Dendreon Corporation,” *Operation Management Education Review*, Volume 20, 29-52.

### ***Papers under review***

M. Ben-Jebara, “Predicting COVID-19 vaccines and therapeutics”. First round R&R.

M. Ben-Jebara, Brown, Lee, Hasija, D., and S. Modi, “Riding the Wave of Biologics Tsunami”.

### ***Working papers (Only papers at the analysis stage and beyond)***

M. Ben-Jebara and S. Modi, “Product Paradigm, Operational Capability, and R&D: an Alignment Perspective” *Manuscript finalization for submission*.

### ***Research Grants***

- 2015: College of Business Summer Research Grant, Western Carolina University
- 2014-2015: Chancellor’s Research Grant, Western Carolina University
- 2014-2015: Professional Development Grant, Western Carolina University

### ***Selected Conference Participation***

- [1] Ben-Jebara, M., and Modi. S. (2023), Riding the Biologics Tsunami”. Presented at the 54<sup>th</sup> annual meeting of the Decision Science Institute, Atlanta, Georgia.
- [2] Ben-Jebara, M., and Modi. S. (2022), “Supply Chain Network Efficiency and Firm Survival: The Moderating Role of Operations Efficiency”. Presented at the 53<sup>rd</sup> annual meeting of the Decision Science Institute, Houston, Texas.
- [3] Ben-Jebara, M., and Modi. S. (2021), “Predicting COVID-19 Therapeutics: The Role of Firm’s Supply Chain Network and Product Portfolio” presented at the annual meeting of Production and Operations Management Society, Online.
- [4] M. Ben-Jebara, S. Mishra, and S. Modi (2020), “Product Personalization: The Role of Marketing Capability”. Presented at the 51<sup>st</sup> annual meeting of the Decision Science Institute. Online.
- [5] Ben-Jebara, M., and Modi. S. (2019), “R&D Productivity and Personalization Impact on Firm’s Performance” presented at the 50<sup>th</sup> annual meeting of the Decision Science Institute, New Orleans, Louisiana.
- [6] Sengupta, S., Ben-Jebara, M., and Jagani, S. (2019), “Will Blockchain Disrupt, or Bankrupt Supply Chains?” presented at the annual meeting of Production and Operations Management Society, Washington D.C.
- [7] Ben-Jebara, M., and Modi. S. (2018), “Supply chain network efficiency and firm survival: evidence from the pharmaceutical industry” presented at the 49<sup>th</sup> annual meeting of the Decision Science Institute, Chicago, Illinois.
- [8] Ben-Jebara, M., and Modi. S. (2017), “Supply Chain Disintermediation and Firm Performance” presented at the 48<sup>th</sup> annual meeting of Decision Science Institute, Washington D.C.

- [9] Ben-Jebara, M., and Modi, S. (2016), “Supply Chain Configuration and Financial Performance an Empirical Investigation” presented at the annual INFORMS meeting, Nashville, Tennessee.
- [10] Ben-Jebara, M., Modi, S., and Rachamadugu, R. (2014), “Evaluative Analysis of Disintermediation in Supply Chains,” presented at the 45<sup>th</sup> annual meeting of Decision Sciences Institute, Tampa, Florida.
- [11] Ben-Jebara, M. and Rachamadugu, R. (2014), “Measures for Schedule Stability in Lean Assemble-to-Order (ATO) Systems” presented at the 45<sup>th</sup> annual meeting of Decision Sciences Institute, Tampa, Florida.
- [12] Ben-Jebara, M. and Rachamadugu, R. (2013), “Costing Considerations in Dynamic Lot Sizing,” Proceedings Industrial and Systems Engineering Research Conference (**ISERC**), (pp. 2938-2943) San Juan, Puerto Rico.
- [13] Ben-Jebara, M. and Alahmad, Y. (2013), “The Effect of Board of Director Capital on Innovation Outputs,” Proceeding of the 44th Annual Conference of the Decision Science Institute (**DSI**), Baltimore, Maryland.
- [14] Ben-Jebara, M. and Wittmer, J. (2013), “Greenness of Information System and Technology: Employee Behavioral Analysis” Proceedings of the Sixth Global Supply Chain Management Conference, Dearborn, Michigan.
- [15] Ben-Jebara, M. (2012) “Human Resources Practices and IT Capabilities: an exploratory study,” presented at the 43<sup>rd</sup> annual meeting of the Decision Sciences Institute, San Francisco, California.
- [16] Rachamadugu, R. and Ben-Jebara, M. (2011), “Joint Product Lot Sizing in MRP Systems,” presented at the 42<sup>nd</sup> annual meeting of the Decision Sciences Institute, Boston, Massachusetts.

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## TEACHING

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### *Teaching Interests*

Operations Management, Supply Chain Management, Business Analytics, Supply Chain Analytics.

### *Teaching Experience*

#### USC Aiken (Summary)

Course	August 2016 to December 2025			
	# of Sessions	Level	Average Size	Average Rating
MGMT 728 Operations Management (Online)	23	MBA	42	4.45/5
MGMT 731 Supply Chain Management	3	MBA	14	4.82/5
MGSC 733 Strategic Information Systems	7	MBA	24	N/A
BADM 750 Project Management	1	MBA	26	N/A
MGMT 475 Operations & Supply Chain Mgmt	19	UG	25	4.67/5
MGMT 475 Operations & Supply Chain Mgmt (Online)	37	UG	23	4.55/5
BADM 299 Bus. Analytics I: Data Modeling	1	UG	33	N/A
BADM 300 Bus. Analytics: Predic. & Prescrip. Modeling	5	UG	28	4.54/5
BADM 397 Intro to Health Care Management (Elective)	4	UG	15	4.22/5
BADM 390 Management Information Systems	1	UG	16	4.67/5
<b>Total</b>	<b>100 Sessions</b>		<b>2,712 students</b>	

#### **IESEG School of Management**

##### **Winter 2019 and 2020**

	January 2019 to date		
	Level	Size	Rating
IMBA Business Analytics (Winter 2022)	MBA	13	92
IMBA Business Analytics (Winter 2021)	MBA	19	92%
IMBA Business Analytics (Winter 2020)	MBA	39	93%
IMBA Business Analytics (Winter 2019)	MBA	25	91%

**Western Carolina University**

Course	# of Sessions	Level	August 2014- June 2016	
			Average Size	Average Rating
MBA 635 Creating Business Operations	2	MBA	30	3.80/4
MGT 402 Operations and Production Management	1	UG	24	3.30/4
QA 305 Introduction to Management Science	13	UG	26	3.70/4

**College of Business & Innovation, University of Toledo**

	Level	Fall 2013 and Spring 2014	
		Size	Rating
BUAD 2060, Data Analysis for Business	UG	30	4.02/5
BUAD 3020, Principles of Manufacturing and Service Systems	UG	32	4.64/5

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**SERVICE**


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***Service for the Profession – Journals***

Editorial Review Board

- *Journal of Operations Management*: 2023- Present

Ad-hoc Reviewer

- *Production and Operations Management*: 2023-Present
- *Supply Chain Management: An International Journal*: 2019 – Present
- *Journal of Business Research*: 2022 – Present
- *Production Planning & Control*: 2022 – Present

***Service for the Profession – Associations and Conferences***

- Decision Sciences Institute, Session Chair in multiple conferences
- Industrial and Systems Engineering Research Conference, Session Chair, 2013

***University of South Carolina Aiken***

- **Chair** of the School of Business Assurance of Learning Committee: Spring 2025-Present
- **Chair** of the School of Faculty Success Committee: 2022-2025
  - Redesigned faculty qualifications, annual evaluation, and promotion & tenure criteria
- **Chair** of the School of Business Assessment Committee: 2017-2022
  - Redesigned the Assurance of Learning process for the undergraduate program
  - Lead the team to AACSB reaccreditation in Spring 2020
- School of Business Curriculum Review and Proposal Committee, 2016-Present
  - Led the development of the Business Analytics Curriculum
  - Developed Business Analytics III: Predictive and Prescriptive Modeling course
- School of Business Faculty Scholarship Promotion Committee, 2018-Present
- University of South Carolina Aiken Faculty System Faculty Leadership Council: Fall 2024-Present
- University of South Carolina Aiken Honors, Awards, and Scholarship Committee: Spring 2020
- University of South Carolina Aiken General Education Committee: 2020-2023
- University of South Carolina Aiken Academic Service Committee: 2017-2020

***Western Carolina University – College of Business***

- Department Curriculum Committee, 2014-2016
- Assurance of Learning Committee, 2014- 2016

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## AWARDS AND HONORS

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- 2023: School of Business Administration Faculty Scholarship Excellence Award
- 2022: William H. Marsh **Teaching Award**, University of South Carolina, Aiken
- 2021: Journal of Operations Management Best Paper Honorable Mention
- 2021: Mick and Jackie Fekula MBA **Online Teaching Excellence Award**, USC Aiken.
- 2019: William H. Marsh **Teaching Award**, University of South Carolina, Aiken.
- 2014: **Adjunct Instructor Teaching** Award at the University of Toledo.

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## MEMBERSHIPS IN PROFESSIONAL ASSOCIATIONS

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- Production and Operations Management Society
- Decision Sciences Institute
- The Association of Operations Management (APICS)
- Academy of Management

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## SOFTWARE SKILLS

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- STATA, SAS, and SPSS (Advanced Statistics and Econometrics)
- UCINET (Social Network Analysis)
- AMOS and PLS (Advanced Structural Equation Modeling)
- SIMUL8 and @Risk (Business Analytics and Business Intelligence Software)

**References available upon request.**