

Marouen Ben-Jebara, PhD
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EXPERIENCE

University of South Carolina Aiken, School of Business

Associate Professor of Management with tenure
 Assistant Professor of Management

August 2022 – Present
 August 2016 – August 2022

IÉSEG 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

EDUCATION

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

RESEARCH

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 54th 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 53rd 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 51st 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 50th 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 49th 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 48th 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 45th 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 45th 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 43rd 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 42nd annual meeting of the Decision Sciences Institute, Boston, Massachusetts.

TEACHING

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
Total	100 Sessions			2,712 students

IÉSEG 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	Size	Fall 2013 and Spring 2014 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

SERVICE

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

AWARDS AND HONORS

- 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.

MEMBERSHIPS IN PROFESSIONAL ASSOCIATIONS

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

SOFTWARE SKILLS

- 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.