

Prof. Dr.-Ing. Naoufel Cheikhrouhou

- Professor of Logistics, Operations and Supply chain management at Geneva School of Business Administration (HEG Genève)
- 25 year experience in Applied Research in Switzerland (EPFL), France (LAG), Germany (Heinz Nixdorf) and India (IIT Gandhinagar)



“Supply chain innovation is collaborative intelligence”

Teaching activities

Executive Master of Business Administration (HEG Genève), Service design and Operations Management

Executive global supply chain excellence, EPFL, Forecasting

Master of Science in Business Administration (UAS Western Switzerland), Service design and engineering; Forecasting

Bachelor of Business Administration, Supply chain design and management, Service supply chain, Lean operations, Transportation and Logistics

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Research area and research questions

How to build resilient or robust supply chains in highly changing environments?

Behavioral operations management addressing the empowerment of supply chain performances using trust and power relationships

Demand Forecasting and inventory management approaches using statistical models, judgments and Big data analytics

Fields of competences

Supply chain design, Simulation of production and logistical systems, Multicriteria decision making, Business model innovation, Digital logistics, Demand forecasting

Selected Projects

- Advanced Supply Chain Design Methodology supporting Business Model Diversification. KTI-CTI 25755.1 PFES-ES. 2017–2019
- Inventory management of short life cycle products with demand forecasts using Big data and judgmental information. FNS 100018_176349. 2018–2021.
- Digital Logistics 4.0, Working group of the Logistics Network Association Switzerland (VNL)
- Smart logistics driven by intelligent packaging, Working group of the Logistics Network Association Switzerland (VNL)
- 9th conference on management and engineering of hospital networks (9^{ème} conférence en gestion et ingénierie des systèmes de santé), 2018

Selected Publications

- MA. Masmoudi, M. Hosny, E. Demir, N. Cheikhrouhou. 2018. A study on the heterogeneous fleet of alternative fuel vehicles: Reducing CO₂ emissions by means of biodiesel fuel. Transportation Research Part D: Transport and Environment 63, pages 137–155
- A. Kaboli, R. Glardon, N. Zufferey, N. Cheikhrouhou. 2018. Replenishment behavior in sequential supply chains. International Journal of Logistics Systems and Management.
- R. Raut, N. Cheikhrouhou, M. Kharat. 2017. Sustainability in The Banking Industry: A Strategic Multi-Criterion Analysis. Business Strategy and the Environment 26(4), pages 550–568
- G. Panchal, V. Jain, N. Cheikhrouhou, M. Gurtner. Equilibrium analysis in multi-echelon supply chain with multi-dimensional utilities of inertial players. 2017. Journal of revenue and pricing management 16(4), pages 417–436