

**Vendredi 01 avril 2022**



Thématique 2022 :

***Quels défis pour innover dans les chaînes logistiques du futur ?***

Organisée par Excelia Business School  
Format hybride à La Rochelle et en ligne



La Rochelle – Tours - Orléans

## Modalités d'organisation de la journée

➤ Des sessions thématiques seront proposées autour des axes suivants :

Supply chain &  
innovations  
Défis stratégiques

Supply chain &  
innovation  
Défis techniques et  
technologiques

Supply chain &  
innovation  
Défis humains

Supply chain &  
innovation  
Défis  
environnementaux

Les ateliers proposés seront également l'occasion de confronter les regards des chercheurs en Logistique et Innovation avec celui des professionnels en *Supply Chain*.

## Informations générales



Le site web de l'école : <https://www.excelia-group.com/>

### Les contacts directs des organisateurs :



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10h	Sébastien CHANTELOT	Directeur d'Excelia Business School
	Jean-Pierre HELFER	Directeur de la Recherche- Excelia Business School
	Fatiha NAOUI-OUTINI	Enseignant chercheur - Excelia Business School

10h15 à 11h



**Keynote speaker**  
**Jalal ASHAYERI**  
 Professor – TIAS  
 School for Business and Society  
 Tilburg university

**Topic of the talk:**  
**Technological Innovation in Design of Smart Resilient Supply Chain Management System**

Dr. Ashayeri is professor of Quantitative Supply Chain Management at TIAS Business School. He served the School of Economics and Management, Department of Econometrics and Operations Research at the Tilburg University until early 2016. He is Academic Director of MScBA programs of TIAS, the Utrecht Campus. He designed new Specialization Tracks of MScBA that helped the program to gain popularity and raise in the ranking. Dr. Ashayeri also served as a member of the Center for Economic Research (CentER) at Tilburg University. He has delivered guest lectures at various conferences, workshops and other educational institutes. He maintains links with leading-edge research institutes in Europe and around the world. Prior to joining Tilburg University, he was faculty member of the department of Industrial Engineering Management at Katholieke Universiteit Leuven, Belgium. As a distinguished industrial researcher and speaker, Dr. Ashayeri has more than 35 years' experience teaching and advising manufacturing organizations through the managerial and technical changes required to achieve greater value, quality, productivity and flexibility. Dr. Ashayeri has dedicated his career to advancing the fields of facility automation, manufacturing, and supply chain design and management. His recent interest includes design of Smart Supply Chain systems. Dr Ashayeri' s goal is to enable professionals in industry to benefit from academic research and capacities. Collaborating with companies representing a broad array of manufacturing and service industries, Dr Ashayeri has conducted and participated in more than 120 projects in various Engineering Management areas. He has published some 110 refereed journal articles and papers in the proceedings of international conferences on manufacturing and warehousing design, advanced manufacturing planning and control, logistics, and supply chain management.

**Atelier 1 : 100% Distanciel (60 min d'interventions et 15 min Q/R)**

11h à 12h15

Animateurs :  
**Fatiha NAOUI-OUTINI**  
**Jesus GONZALES-FELIU**

<b>Philippe CONSTANT</b>	Consultant en organisation & Supply Chain
<b>Loic DARIOL</b>	Directeur du site Boulanger Angoulins – Leader Planet Région Centre
<b>Gregory DEBUCHY</b>	Directeur Supply Chain France chez Ferrero
<b>Nabil EL HILALI</b>	International Senior Consultant - Innovation Management & Design Thinking - Qualitative Marketing & Branding Strategy
<b>Gérard FERRARI</b>	Consultant indépendant – Greendistil
<b>Latifa GAHBICHE</b>	Directrice Générale SULO France & Suisse
<b>Adeline SIAU</b>	Consultante achats chez AVERTIM- Strasbourg et périphérie

**Pause déjeuner**

**Atelier 2 : Hybride**

14h

Animateurs :  
**Fatiha NAOUI-OUTINI**  
**Jesus GONZALES-FELIU**

**Global supply chain risks – A model of risks**

<b>Jiwat RAM,</b>	Full Professor - CERIIIM, Excelia Business School, La Rochelle, France
<b>Zeyang ZHANG</b>	UCL – Londres, Angleterre, Royaume-Uni

**Logistics innovations implemented by Very Small Enterprises (VSE) as well as Small and Medium Sized companies (SME) highly involved in the circular economy: Perspectives in New Aquitaine, France.**

<b>Nathalie TOURATIER-MULLER</b>	Professeur en Logistique et Achats, ESC PAU Business School, France
<b>Lucile MESNIER</b>	ESC PAU Business School, France

**Methodological framework for locating Urban Logistics Spaces (ULS)**

<b>Karen MEZA-PERALTA</b>	Grupo de investigación en Sistemas Logísticos, Facultad de Ingeniería, Universidad de La Sabana, Campus del Puente del Común
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**Les gains de l'écologie industrielle dans une zone portuaire française**

<b>Aya Kan Christiane KADIO</b>	Université du Havre Normandie, France
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## Evaluating urban freight distribution impacts using mobile depots and innovative integrated transport systems

<b>Karla C. ALVAREZ-URIBE</b>	PhD Student - School of Engineering and the Built Environment (SEBE), Australia
<b>Juan GUILLERMO VILLEGAS</b>	Professor - Deakin University, Melbourne, Australia
<b>Augusto SENA-URAN</b>	Professor - Department of Industrial Engineering, Universidad de Antioquia, Medellín, Colombia
<b>Jesus GONZALES-FELIU</b>	Professeur - CERIIM, Excelia Business School, La Rochelle, France

### Atelier 3 : Hybride

15h30



**Keynote speaker**  
**Nachiappan SUBRAMANIAN**  
 Professor of Operations and Logistics Management & Supply Chains Science Policy Research Unit University of Sussex

#### Topic of the talk:

#### Supply chain and innovation: Use of online employee reviews and analytics.

Professor Nachiappan Subramanian's research interests include sustainability, technology-enabled operations and supply chain performance measurement. To date, he has published 110 peer-reviewed refereed research papers. He successfully organised several workshops on digital technology intervention to reduce food loss in perishable supply chains in Turkey, Brazil and China. His research on emerging topics has received several hits including the media article on delivery drones published by China Daily and LSE Business Review blog on Social media and successful retail operations in the hyper-customisation era. He authored a book on Blockchain and Supply Chain Logistics. His edited books on Supply Chain Management in Big Data Era and Industry 4.0 and hyper customised smart supply chains are widely used as a reference text in the supply chain and analytics course. He received the best innovation prize for the international patent application filed on multi-head printer productivity improvement. His research on the sustainable business model for integrated product-service systems has a wider impact on the Chinese truck sector.

#### Les défis posés par l'opérationnalisation de l'économie circulaire : une lecture institutionnelle

<b>KADIO Aya Kan Christiane</b>	ATER à l'Université du Havre Normandie, France
<b>Valérie FERNANDES</b>	Professeur HDR - CERIIM, Excelia Business School, La Rochelle, France

#### Quand le Capital social bloque l'innovation : le cas des prestataires de services logistiques de type 4PL

<b>Tarik SAIKOUK</b>	Professeur associé - CERIIM, Excelia Business School, La Rochelle, France
<b>Nejib FATTAM</b>	Independent consultant in logistics and SCM Athens, Greece

#### Le risque de l'inédit dans les Supply Chains Internes : le défi de la prise en compte des singularités individuelles

<b>Fatiha NAOUI-OUTINI</b>	Professeur associé - CERIIM, Excelia Business School, La Rochelle, France
<b>Valérie CORDIER</b>	Professeur associé - CERIIM, Excelia Business School, La Rochelle, France

Animateurs :  
**Fatiha NAOUI-OUTINI**  
**Jesus GONZALES-FELIU**

16h30

Conclusion de la JRSCI