

Dr. Bernd PHILIPP, trilingual French – English – German

Professor of logistics and SCM at ESCE International Business School (Omnes Education Group), Paris.

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FORMATION / EDUCATION

Year	Educational background
2005	Doctorate degree in Management Sciences obtained at the CRET-LOG (research laboratory in management specialized in logistics)/ Aix-Marseille University. Title: “L’éco-marketing vertical des constructeurs dans un canal de distribution inversée: les fondements du leadership. Le cas des déchets bureautiques-informatiques en Suisse.” Ademe scholarship holder (French Environment and Energy Management Agency).
1997	Industrial Engineer MSc “Diplom-Wirtschaftsingenieur” – major “corporate planning” – at Karlsruhe Elite University/ Karlsruhe Institute of Technology KIT.
1996	Master degree D.E.A. “Logistics and Organisations” at the CRET-LOG/ Aix-Marseille University, DAAD scholarship holder (German Academic Exchange Service).
1994	Master degree (<i>maîtrise</i>) “economic sciences” – major “industrial economy” -, Aix-Marseille University

ENSEIGNEMENTS ET RECHERCHE / TEACHING AND RESEARCH

➤ Activités pédagogiques / Teaching activities

Cours enseignés en anglais, français ou allemand à l’ESCE (220 heures par an ; extrait) / Courses Taught in English, French or German at ESCE (220 hours per year ; extract)

Graduate	
Since 2022	5th year and MSc programme: <i>Final Research Thesis Methodology (creation)</i> .
Since 2022	5th year: <i>Responsible Sourcing & Risk Management (creation)</i> .
Since 2022	5th year: <i>Transportation & Climate Change (creation)</i> .
Since 2012	5th year and MSc programme: <i>Supply Chain Strategy & Design, including “The Fresh Connection” Business Simulation Game (Inchainge)</i> .
Since 2012	4th year and MSc programme: <i>Operations Management, including Packaging Logistics (creation)</i> .
Undergraduate	
Since 2012	3rd year: <i>SCM – logistics, including the “Reactik” business game</i> .
Since 2021	3rd year: <i>International Trade Practices, including a Playmobil case study</i> .
Since 2024	1st year: <i>International Trade & Sustainability (creation)</i> .

➤ *Autres activités pédagogiques / other educational and pedagogical activities*

Graduate	
2022-2023	<i>Development and realization of a bi-cultural class setting through the status of a Collaborative Online International Learning (COIL) project with 28 master level students (SCM major) and 6 professors from 3 universities (ESCE and 2 German partner universities): The Fresh Connection Business Simulation Game (Inchainge).</i>
30th March 2023	<i>Educational outing « Salon International du Transport et de la Logistique » (SITL), Paris, with several graduate students.</i>
Since 2012	<i>5th year and MSc programme: coaching of about 8 master theses per year (three to four individual meetings per student).</i>
Since 2012	<i>5th year: Jury Chairman of about 4 oral master theses defences (French-German study programme) per year.</i>
Since 2012	<i>5th year: Jury Chairman of about 10 oral apprentice report defences per year.</i>
Since 2022	<i>5th year: MSc selection interviews (oral admissions) with international candidates, about 30 candidates per year.</i>
Graduate and Undergraduate	
Since 2012	<i>About 4 full days per year of selection interviews (oral admissions) SESAME and Ambition+, about 16 candidates per day.</i>
Since 2012	<i>ESCE Open House Day (about 4 hours per year).</i>

➤ *Thématiques de recherche / Research Areas*

Bernd Philipp is a professor of logistics and SCM at ESCE International Business School (Omnes Education Group), Paris. Following his PhD degree in management obtained at the CRET-LOG research laboratory (Aix-Marseille University – AMU), his research focuses on the cross-section of channel-oriented issues (logistics, SCM, distribution) and sustainability/CSR, risk management, B2B and B2C service quality and innovation. His business expertise covers packaging, IT, logistics services, retail and higher education (professor since 2001 in the logistics/SCM and marketing disciplines; academic marketing chair for 7 years). He has published over 40 national and international publications in various refereed journals, books and conference proceedings.

PUBLICATIONS ET AUTRES CONTRIBUTIONS INTELLECTUELLES / PUBLICATIONS

➤ *Articles dans des revues académiques / Articles published in refereed journals*

- Philipp, B. (2024), “Brexit consequences on supply chains: towards a risk management framework”, *Supply Chain Forum: An International Journal*, vol. 26, no. 3, pp. 345–357. DOI: 10.1080/16258312.2024.2424742
- Dabija D.C., Câmpian V., Philipp B. and Grant D.B. (2024), “How did consumers retail purchasing expectations and behaviour switch due to the COVID-19 pandemic?”, *Journal of Marketing Analytics*. DOI: 10.1057/s41270-024-00344-9
- Btissam M. & Philipp B. (2021), “Exploring purchasing managers’ influence tactics towards their internal clients: the case of non-production related items”, *Supply Chain Forum: An International Journal*, vol. 22, n° 4, pp. 310-322. DOI: 10.1080/16258312.2021.1942190
- Fulconis F. and Philipp B. (2019), “La *supply chain* face aux défis de la livraison E-commerce : entre intégration et flexibilité, quelles solutions packaging ? ”, *Logistique & Management*, vol. 27, n° 2, pp. 132-147.
- Fulconis F. and Philipp B. (2018), “La question des emballages d’expédition dans l’e-commerce : une affaire de logistique et de marketing”, *Projectique*, vol. 3, n° 21, pp. 23-41.
- Fulconis F. and Philipp B. (2018), “Packaging scorecard for closed-loop logistics systems: a sustainable development perspective”, *Procedia - Social and Behavioral Sciences*, Elsevier Editor, March, N° 238, pp. 19-28. [DOI : 10.1016/j.sbspro.2018.03.003].

- Fulconis, F., and Philipp, B. (2018), “Quels packagings pour les supply chains du e-commerce ?”, *Supply Chain Magazine*, n° 13 (November), pp. 104–105.
- Fulconis F. and Philipp B. (2016), “Packaging et chaîne logistique en boucle fermée: contribution au passage d’une économie linéaire à une économie circulaire”, *Logistique & Management*, vol. 24, n° 3/ 4.
- Philipp B. and Grant D.B. (2015), “Does B2C online logistics service quality impact urban logistics?” *Logistique & Management*, vol. 23, n° 2, pp. 45-54.
- Grant D. and Philipp B. (2014), “A planned study of the impact of B2C logistics service quality on shopper satisfaction and loyalty”, *Sinergie - Italian Journal of Management*3, vol. 33, n. 95, pp. 45-63.
- Philipp B. and Militaru D. (2011), “Shippers’ ecological buying behaviour towards logistics services in France”, *International Journal of Logistics: Research & Applications*, vol. 14, n° 6, pp. 413-426.
- Philipp B. (1999), “Reverse Logistics: les formes adéquates de coopération pour la chaîne logistique de valorisation des produits en fin de vie. Développements théoriques et approche de terrain”, *Logistique & Management*, vol. 7, n° 2, pp. 45-57.
- Philipp B. (1999), “La mise en place d’un système logistique de reprise et de valorisation des produits en fin de vie par un constructeur d’imprimantes”, *Logistique & Management*, vol. 7, n° 1, pp. 107-116.

➤ *Ouvrages ou chapitres d’ouvrages / Books or chapters in books*

- Philipp B., Fulconis F. and Zeroual T. (2020), "Packaging Trends in International Transportation and Logistics", in: *Handbook of Research on the Applications of International Transportation and Logistics for World Trade.*, ed. G.C. Ceyhun, Hershey (PA, USA): IGI-Global, pp 54-73.
- Moncef B. and Philipp B. (2016), “Craig R. Carter, Un impact durable sur le champ du SCM?”, in: *Les grands auteurs en logistique et Supply Chain Management*, eds Lavastre O., Carbone V. and Ageron B., eds : Paris, pp. 163-175.
- Philipp B. and Militaru D. (2013), “Le comportement d’achat écologique en services logistiques des chargeurs en France”, in : *Bâtir une veille logistique durable pour relever le défi du facteur 4 et concevoir des chaînes logistiques durables », Livre des projets - 66 projets sélectionnés pour 19 prix*, book edited by PREDIT - Recherche et innovation dans les transports terrestres, eds N. Fabbe-Costes and C. Roussat, pp.113-115, ISBN 978-2-11-138524-5. October.

- Philipp B. and Paché G. (2013), “Le PSL, un inducteur d’innovation logistique. Le cas ByBox”, in « La logistique, une approche innovante des organisations », eds G. Paché and N. Fabbe-Costes, Presses Universitaires de Provence, pp. 83-94. *Book labelled by the FNEGE - Labelling College.*
- Philipp B. (2009), “Multinationals' Sustainable Supply Chains and Influence on Suppliers Inside and Outside the USA: A Comparative Approach”, in: *Multinational enterprises and the challenge of sustainable development*, eds J.R. McIntyre, S. Ivanaj and V. Ivanaj, *Edward Elgar publishing house*, Cheltenham Glos (UK) and Northampton (MA, USA), pp. 141-163, October.
- Philipp B. (2007), “Supply chains durables: changement de paradigme, modèle ou mode ?”, in: *La gestion des chaînes logistiques multi-acteurs : perspectives stratégiques*, eds A. Spalanzani et G. Paché, Presses Universitaires de Grenoble, pp. 85-100.

➤ *Actes de colloques / Conference proceedings*

- Philipp B., Dabija D.-C. and Grant D.B. (2022), “How do altered consumer expectations of logistics service quality and behaviour due to Covid-19 affect retail supply chains?” *32nd RESER International Conference*, IRG Gustave Eiffel University, Paris/ Marne La Vallée, 8-10 December.
- Philipp B. and Fulconis F. (2020), “Rethinking supply chains after Covid19: what new packaging requirements?”, *25th Logistics Research Network annual conference proceedings*, Cardiff (UK), September, 7 pages.
- Philipp B. and Grant D.B. (2018), “Harmonious collaboration or coercive integration in retailing: investigating theory and practice”, *23rd Logistics Research Network annual conference proceedings*, Plymouth (UK), September, 8 pages.
- Philipp B. and Fulconis F. (2018), Quelle approche packaging pour la livraison des consommateurs internautes (consonautes) ? *Conference Proceedings of the 12th International Meetings of Logistics Research* (Paris, May), 23 pages.
- Grant D.B., Dabija D.-C., Colicchia C., Creazza A., Philipp B., Spens K. and Băbuț R. (2017), “Expectations of millennial consumers regarding online shopping and fulfilment”, *22nd Logistics Research Network annual conference proceedings*, Southampton (UK), September.
- Philipp B. and Fulconis (2017), “From operational logistics performance to strategic relevance: adapting the packaging scorecard to circular economy challenges”, *22nd Logistics Research Network annual conference proceedings*, Southampton (UK), September.
- Philipp B. and Fulconis F. (2016), “Fonctions logistiques du packaging (FLP) : quelle contribution à la mise en oeuvre d’une économie circulaire ?”, *Conference Proceedings of the 11th International Meetings of Logistics Research* (Lausanne, September), Proceedings on CD-ROM, 8p.

- Philipp B. and Grant D.B. (2016), “Developing a theoretical framework of consumer logistics from a comprehensive literature review”, *21st Logistics Research Network annual conference proceedings*, Hull (UK), September.
- Philipp B. and Grant D.B. (2015), “The effect of logistics packaging functions on shopper satisfaction and loyalty: an empirical study in France”, *20th Logistics Research Network annual conference proceedings*, Derby (UK), September.
- Philipp B. and Grant D.B. (2015), “Validating B2C logistics service quality with retail practitioners”, *18th Toulon-Verona Conference “Excellence in Services” proceedings*, Palermo, August.
- Grant D. and Philipp B. (2014), “An international study of the impact of B2C logistics service quality on shopper satisfaction and loyalty”, *17th Toulon-Verona Conference “Excellence in Services” proceedings*, John Moores Liverpool (UK), August. *Best conference paper*.
- Philipp B. and Militaru D. (2014), “Packaging and logistics service level: a shopper-centric analysis”, *19th Logistics Research Network annual conference proceedings*, Huddersfield (UK), September.
- Grant D. and Philipp B. (2014), “Does B2C online logistics service quality impact urban logistics?”, *Proceedings of the 4th Urban Logistics Colloquium* (LEMNA/ University), Nantes, October.
- Philipp B. and Militaru D. (2013), “Re-engineering logistics systems around the final customer: the impact of B2C logistics quality on customer satisfaction”, *18th Logistics Research Network annual conference proceedings*, Birmingham (UK), September.
- Philipp B. and Militaru D. (2012), “‘Win the race’ thanks to supply chain management innovation – exploratory study research”, *17th Logistics Research Network annual conference proceedings*, Cranfield (UK), September.
- Philipp B. and Militaru D. (2011), "Drivers and barriers of eco-logistics services in France: towards a theoretical model integrating offer (logistics service providers) and demand (shippers)", *16th Logistics Research Network annual conference proceedings*, Southampton (UK), September.
- Philipp B. and Militaru D. (2010), "Shippers' ecological buying behaviour towards logistics services in France", *16th Logistics Research Network annual conference proceedings*, Harrogate (UK), September.
- Philipp B. and Militaru D. (2009), “Shippers’ ecological buying behaviour in the French Region of Picardy - a demand side analysis in logistics”, *15th Logistics Research Network annual conference proceedings*, Cardiff (September).

- Philipp B. and Militaru D. (2008), “Key Factors for Environmentally Friendly Logistics Services in the French Region of Picardy”, *14th Logistics Research Network annual conference proceedings*; Liverpool, September, pp. 317-322.
- Philipp B. (2007), “Performance measurement of sustainable supply chains: objectives, limits and alternatives. An exploratory research”, *13th Logistics Research Network annual conference proceedings*; Hull, September, pp. 391-397.
- Philipp B. (2007), “Evaluation of sustainable supply chains: objectives, limits and alternatives.” *EMAN conference proceedings (environmental and sustainable management accounting network)*; Helsinki, May; ISBN 978-951-22-8616-4.
- Philipp B. (2006): “Manufacturers’ vertical eco-marketing within a reverse distribution channel: the foundations of leadership. The case of IT waste in Switzerland”, *14th International Colloquium in Relationship Marketing Proceedings*, Leipzig, Germany, 13-16 September, 10 p.
- Philipp B. (2002): “Trust and logistics in manufacturers’ leadership within a reverse distribution channel: the case of the information technology industry”, *International Logistics Congress* (Munich : SOLE Society of Logistics Engineers Europe), Proceedings on CD-ROM, 7 p.
- Philipp B. (2000), “La reverse logistics au sein des canaux de distribution inversée: les formes adéquates de coopération pour la chaîne logistique de valorisation des produits en fin de vie”, *Conference Proceedings of the 3rd International Meetings of Logistics Research* (Trois-Rivières, Canada, May), Proceedings on CD-ROM, 34 p.
- Philipp B. (1999), “Reverse logistics: analysis and evaluation of co-operation forms within the indirect logistics channel”, *3rd Logistics Research Network Conference Proceedings* (Newcastle, UK: The Institute of Logistics and Transport), pp. 11 - 22.
- Philipp B. (1999), “Product stewardship within the post-consumer stage - adequate co-operation forms for the reverse logistics chain”, *ELA Doctorate Workshop Proceedings* (Paris: European Logistics Association).

➤ *Autres contributions / Other contributions*

- Philipp, B., Zeroual, T. , and Debusmann, F. (2023), "Comment rendre la logistique plus écologique ?", *Celebration of the 60 years French-German Elysée Treaty*, HWR (Berlin School of Economics and Law), Berlin, Germany, May.

ACTIVITES SCIENTIFIQUES / PROFESSIONAL SERVICES

➤ *Membres d'associations scientifiques / Scientific associations membership*

- RIRL2018 scientific committee member (Rencontres Internationales de la Recherche en Logistique et Supply Chain Management).

➤ *Rapporteur/referee auprès de revues académiques / Reviewer*

Regular reviewer for the journal: "Supply Chain Forum: an International Journal".
 Regular reviewer for the journal: "Logistique & Management".
 Reviewer for the journal: "International Journal of Product Development".
 Reviewer for the journal: "International Journal of Logistics Management".
 Reviewer for the journal: "Industrial Marketing Management".
 Reviewer for the journal: "European Journal of International Management".
 Reviewer for the journal: "Global Journal of Flexible Systems Management".
 Reviewer for EurOMA communications.
 Regular reviewer for AIRL-SCM communications.
 Reviewer for Atlas/AFMI communications.

➤ *Organisation de colloques / Organization of conferences*

Organization of the WIRL-SCM workshop, ESCE Paris, October 2015.
 (Workshop Industrie & Recherche en Logistique et Supply Chain Management.)

PARCOURS PROFESSIONNEL / FORMER POSITION

2012 to date	Professor of Logistics and SCM , ESCE International Business School, Paris/ Omnes Education Group.
2005-2012	Professor of Logistics and Marketing , Sup de Co Amiens/ Picardy Group.
2004-2005	Professor of Logistics and academic coordinator , International Training Centre for Port, Maritime and Logistics Industries/ IPER (institut portuaire d'enseignement et de recherche), Ecole de Management de Normandie, Le Havre.
2001-2003	Full-time research and teaching assistant (A.T.E.R.) , Institut Universitaire de Technologie (I.U.T.) d'Avignon, Université d'Avignon et des Pays de Vaucluse, packaging and filling line department (Génie du Conditionnement et de l'Emballage).

Last update : 4th September 2025