

Dr. ADIB BENSALEM

Associate Professor | Supply Chain Management & International Business

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PROFESSIONAL SUMMARY

Passionate about creating synergies between disciplines, Dr. Adib Bensalem is a versatile academic and professional who has cultivated a dual background, combining technical and managerial skills with both industrial and academic experience. He is an associate professor in supply chain management, logistics, and international business strategy, and heads the International Affairs Department at ESCE International Business School in Paris.

His research explores reverse logistics, supply chain digitalization, blockchain-enabled transparency, and human-centric business models in phygital environments. He holds a PhD from Aix-Marseille University (2013, Very Honorable with Jury Congratulations), a Lean Six Sigma Green Belt (Centrale Paris, 2018), and a BSc in Electrical Engineering & Computer Science from the University of Texas at Austin (2004, With Honors).

EDUCATION

Lean Six Sigma Certificate, Green Belt

Centrale Paris | 2018

Logistics Audit Certificate

Supply Chain Masters | 2018

PhD in Management Sciences — Supply Chain Management

CRET-LOG, Aix-Marseille University, France | 2013 | Mention: Très Honorable avec Félicitations du Jury

Master's in Management, Logistics & Strategy

Centre de Recherche sur le Transport et la Logistique, Université de la Méditerranée, Aix-en-Provence | 2005

BSc in Electrical Engineering & Computer Science (With Honors)

University of Texas at Austin, USA | 2004

ACADEMIC EXPERIENCE

Head of International Affairs Department | ESCE International Business School, Paris | 2014–Present

- Designs and oversees international master-level programs across business and supply chain disciplines.

Head of Purchasing & Supply Chain Master Program | ESCE Paris — OMNES Group | 2015–Present

- Designs and supervises the Master's program in Supply Chain and Purchasing.
- Manages international academic partnerships and student mobility programs.

Permanent Faculty | ESCE Paris — Ecole Supérieure de Commerce Extérieur | 2014–Present

- Teaches Supply Chain Management, Quality Management, Inventory Management, Research Methodology at Bachelor and Master levels.

Adjunct Faculty | Excelia Group, NEOMA, ESLI, Aix-Marseille University | 2014–2018

- Delivers courses on logistics strategy and responsible purchasing.

Permanent Faculty | Institut des Hautes Etudes de Management (HEM), Morocco | 2011 – 2014

- Taught Supply Chain Management from Bac+2 to Master level.

Adjunct Faculty | ENCG Marrakech, IUT Marseille, Euromed Marrakech | 2008 – 2011

- Taught Supply Chain Management and Quality Management.

PROFESSIONAL EXPERIENCE

Consultant / Auditor | Supply Chain Masters | 2017 – Present

- Measures supply chain maturity and builds action plans for performance improvement across client organizations.

Head of Logistics & Kaizen Coordinator | Toyota Morocco | 2006 – 2009

- Led logistics operations and spearheaded Kaizen continuous improvement initiatives within Toyota's distribution network in Morocco.
- Project head of business process improvement. Internal Trainer of Kaizen methodology. Head of National Warehouse Management.
- Applied Toyota Production System (TPS) methodologies to optimize inventory flow and reduce waste.

Consultant in Logistics Strategy | Vincia Consulting, Aix-en-Provence | 01/2011 – 06/2011

- Data collection, market study and diagnosis for logistics strategy assignments.

RESEARCH INTERESTS

- Supply Chain Strategy and Network Design
- Reverse Logistics and Circular Economy
- Digitalization, Blockchain & Distributed Technologies in Supply Chains
- Phygital Systems and Human-Centric Business Models
- Pedagogy and Technology-Enhanced Learning

TEACHING AREAS

- Supply Chain Management & Strategy
- Quality Management
- Inventory Management
- Digital Transformation & Cybersecurity
- Artificial Intelligence & Blockchain
- Advanced Excel, VBA & Data Analytics
- Big Data & Power BI
- Research Methodology
- Sustainability

SCIENTIFIC PUBLICATIONS

Peer-Reviewed Journal Articles

- Bakrim, R., Sabri, O., Oubibi, A., Bensalem, A., Saade, A., & Levy, Y. (2025). *Navigating Paradoxes in Phygital Systems: A Yin-Yang Framework for Human-Centric Business Models*. Journal of Macromarketing, 02761467251409668. **[FNEGE: 3]**
- Bensalem, A. (2023). La France doit adapter sa formation en commerce international a ses ambitions commerciales. *Echanges Internationaux*.

- Bensalem, A. (2022). Structuration de la logistique inversee : une approche historique. *Logistique et Management*, 30(2-3), 74-86. DOI: 10.1080/12507970.2021.1987160 [FNEGE: 2]
- Bensalem, A., & Kin, V. (2019). A bibliometric analysis of reverse logistics from 1992 to 2017. *Supply Chain Forum: An International Journal*, 20(1), 1-14. Taylor & Francis. [CNRS: 4]
- Bensalem, A. (2013). Entretien avec Jacques Colin : Quels rôles pour la recherche en logistique ? *La Revue Economia*, Janvier 2013.
- Bensalem, A., & Bensalem, E.M. (2013). La douane, charnière de la chaîne logistique internationale. *La Revue Economia*, Janvier 2013.
- Bensalem, A. (2013). Quel est le profil logistique de votre entreprise ? *La Revue Economia*, Janvier 2013.

Professional Articles

- Bensalem, A. (2013). Quelles pratiques Supply Chain pour quelles priorités stratégiques ? *Supply Chain Magazine*, Octobre 2013.

Conference Papers

- Monnet Dupuy, M., Kin, V., & Bensalem, A. (2020). Analyse historique de la logistique inversée depuis ses origines. *Actes du colloque RIRL 2020*, Le Havre, France.
- Bensalem, A. (2012). Développement d'une taxonomie de stratégies concurrentielles d'entreprises manufacturières. *Actes du colloque RIRL 2012*, Montreal, Canada.
- Bensalem, A., & Khorana, S. (2015). EU-Morocco Deep and Comprehensive Free Trade Agreement. *European Business and Management Conference (EBMC)*, Brighton, UK, July 9-12, 2015.

Books

- Bensalem, A. (2022). *La Digitalisation du Commerce International*. ICC France.
- Bensalem, A., & Bensalem, E.M. (2014). *Le leadership dans les organisations marocaines*. Livre Blanc de HEM, Mai 2014, pp. 71.

Book Chapters

- Bensalem, A. (2020). The digital transformation paradox in post covid-19 supply chains. In Livre Blanc — Les chercheurs INSEEC U face a la covid-19. INSEEC U.
- Bensalem, A., & Abaouakide, K. (2016). Le secteur du Fast Fashion au Maroc : Stratégie supply chain d'un sous-traitant. In *Management des entreprises dans les pays du sud*. EMS Editions.
- Bensalem, A., & Zaouari, D. (2016). Kasra Ferdows : Réseaux et stratégies de production. In *Les Grands Auteurs en Logistique et Supply Chain Management* (pp. 350-364). EMS Editions.
- Bensalem, A. (2017). Avantage concurrentiel et pertinence stratégique de la certification douanière OEA : le cas d'un exportateur textile marocain. In *Management Logistique au Maroc*. Edition Universitaire Kenitra Maroc.
- Bensalem, A., & Fiore, C. (2013). Les enjeux du pilotage de la performance. In N. Fabbe-Costes & G. Pache (Eds.), *La logistique : Une approche innovante des organisations*. Presse Universitaire de Provence.
- Bensalem, A. (2013). Toyota du Maroc : le défi logistique de la croissance. In *Management des entreprises dans les pays du sud : 12 études de cas réelles du Maroc*. EMS Editions.

Case Studies

- Bensalem, A. (2025). Toyota du Maroc: Driving Towards Quality - Part A.
- Bensalem, A. (2025). Toyota du Maroc: Driving Towards Quality - Part B.

AWARDS & RECOGNITION

Best Pedagogical Innovation OMNES Group — Trophées de l'Innovation Pédagogique, 2024
Awarded for chatbot-assisted case studies

Best Paper Award RIRL — Rencontres Internationales de la Recherche en Logistique et Supply Chain Management, 2018

Awarded for the bibliometric analysis of reverse logistics (with V. Kin), presented at the RIRL conference.

Best Debater Award National Congress, Junior Chamber International (JCI), France, 2010

PROFESSIONAL MEMBERSHIPS & SERVICE

- Member, Production and Operations Management Society (POMS) — since 2009
- Founding Member & President, Junior Chamber International — Casablanca Chapter, 2009
- Reviewer, Supply Chain Forum: An International Journal — since 2016
- Reviewer, Journal of MacroMarketing — ongoing