

## Hafez Shurrab

### Academic Rank

Assistant Professor of Business Administration

### Qualifications

- Ph.D. in Technology Management and Economics, Chalmers University of Technology
- Master's degrees in International Project Management, Information Systems, and Industrial Engineering and Management
- Extensive practical and academic experience in Operations and Supply Chain Management, specializing in digital transformation and operations planning

### Research field(s)

- Supply Chain Digitalization
- Operations Planning and Control
- Data Analytics in Supply Chains
- Immersive Technologies in Supply Chains

### Publications *(Last five years)*

- Shurrab, H., Bokrantz, J., Johansson, B., Skoogh, A. (2024). "Unravelling supply chain complexity in maintenance operations of battery production." *Production Planning & Control*, ABS: 3, Top 10% Q1.
- Shurrab, H., Jonsson, P., Öhlin, J., Bystedt, J., Muhammad, A.S., Verendel, V. (2024). "What are the root causes of material delivery schedule inaccuracy in supply chains?" *International Journal of Operations and Production Management*, ABS: 4, Top 10% Q1.
- Shurrab, H., Jonsson, P. (2023). "Untangling the complexity generating material delivery 'schedule instability': insights from automotive OEMs." *International Journal of Operations and Production Management*, ABS: 4, Top 10% Q1.
- Shurrab, H., Jonsson, P., Johansson, M. (2020). "Managing complexity through integrative tactical planning in engineer-to-order environments: insights from four case studies." *Production Planning & Control*, ABS: 3, Top 10% Q1.
- Shurrab, H., Jonsson, P., Johansson, M. (2020). "A tactical demand-supply planning framework to manage complexity in engineer-to-order environments: insights from an in-depth case study." *Production Planning & Control*, ABS: 3, Top 10% Q1.

- Conference Paper: “Navigating Paradoxes in Sales and Operations Planning: A Delphi Study of Demand and Supply Planner Roles,” 31st EurOMA Conference, Barcelona, Spain, 2024.
- Conference Paper: “Exploring the Potential of Immersive Technologies in OSCM Education: A Systematic Literature Review,” 31st EurOMA Conference, Barcelona, Spain, 2024.
- Conference Paper: “Towards a multi-level understanding of supply chain complexity,” 31st EurOMA Conference, Barcelona, Spain, 2024.
- Conference Paper: “The interplay of demand, internal, and supply factors in shaping maintenance performance: insights from the lithium-ion battery industry,” 31st EurOMA Conference, Barcelona, Spain, 2024.
- Conference Paper: “Can immersive technologies really improve supply chain performance? A Delphi study,” 30th EurOMA Conference, Leuven, Brussels, 2023.
- Conference Paper: “Cyber risks and mitigation strategies across supply chains: Evidence from U.S. manufacturers,” 30th EurOMA Conference, Leuven, Brussels, 2023.
- Conference Paper: “Exploring factors causing and amplifying delivery schedule instability: An OEM perspective from the automotive industry,” NOFOMA 2020 (online), 2020.
- Conference Paper: “Sales and operations execution: An explorative study on potential effects,” NOFOMA 2020 (online), 2020.
- Conference Paper: “Demand-driven engineering capacity planning,” PLAN Conference, 2021.
- Conference Paper: “Managing the dynamic needs of engineering resources through sales and operations planning,” 26th EurOMA Conference, Helsinki, Finland, 2019.
- Dissertation: “Balancing Demand and Supply in Complex Manufacturing Operations: Tactical-Level Planning Processes,” Chalmers University of Technology, 2022.
- Dissertation: “Tactical planning in engineer-to-order environments,” Chalmers University of Technology (Licentiate Thesis), 2019.

## Courses Taught (*Last five years*)

- BUS 212: Data Analysis for Business (Present)
- BUS 315: Data Analytics (Present)
- SCM 200: Introduction to Statistics for Business (2022 – 2023)
- SCM 340: Introduction to Supply Chain Analytics (2022 – 2023)
- SCM 301: Supply Chain Management (2022 – 2023)
- Production Logistics (2017 – 2022)
- Modeling and Simulation (2017 – 2022)
- Operations Planning & Control (2017 – 2022)
- Logistics (2017 – 2022)
- Projects in Supply Chain Management (2017 – 2022)
- Bachelor Thesis Project Supervision: “Extraction of association rules as a basis for decisions towards advanced material allocation,” 01/2022 – 06/2022.
- MSc Thesis Project Supervision: “Barriers for high-performing on-site construction logistics: Insights from a large Swedish company,” 01/2022 – 06/2022.
- MSc Thesis Project Supervision: “Demand planning development from early stages of business growth - A case study at Azelio AB,” 01/2021 – 06/2021.

- Bachelor Thesis Project Supervision: “Towards better demand forecasting using artificial intelligence,” 01/2020 – 06/2020.
- MSc Thesis Project Supervision: “Context-based S&OP process configuration: A case study of ASSA ABLOY,” 09/2019 – 01/2020.
- MSc Thesis Project Supervision: “Understanding the Requirements of Forecast in Demand Driven Material Requirements Planning,” 01/2019 – 06/2019.

## Professional Experience

- Assistant Professor of Business Administration, Ajman University, UAE, Aug 2024 – Present: Teaching data analytics and business analytics; contributing to establishing an Operations and Supply Chain Management major.
- Assistant Professor of Project and Supply Chain Management, Penn State Behrend, Erie, PA, USA, Aug 2022 – Aug 2024: Taught business analytics, supply chain management, and advanced courses; conducted research in supply chain management and digital transformation.
- Project Assistant, Chalmers University of Technology, Gothenburg, Sweden, Oct 2021 – Aug 2022: Taught supply chain management and operations management courses; supervised bachelor’s and MSc theses; supported research on building supply chain resilience.
- Ph.D. Student, Chalmers University of Technology, Gothenburg, Sweden, Aug 2016 – Oct 2021: Tutored and assessed students in logistics, modeling and simulation, and operations planning and control; collaborated with industry partners to develop solutions for manufacturing.
- Terminal Worker, Academic Work (Student Staffing Company), Gothenburg, Sweden, Mar 2019 – Jul 2020: Sorted, registered, scanned, and loaded goods; transported packages to ensure quality and compliance.
- Consultant, SGR Group, Gothenburg, Sweden, Sep 2017 – Jan 2018: Developed an export promotion model; identified potential partners in the Swedish market for a company in Jordan.
- R&D Engineer (Graduate Program), IMI Hydronic Engineering, Erwitte, Germany, Mar 2016 – Aug 2016: Developed and designed thermostat solutions for HVAC systems; collaborated with R&D for component sourcing.
- Project Manager (Graduate Program), IMI Hydronic Engineering, Annelund, Sweden, Sep 2015 – Feb 2016: Managed project activities for HVAC solutions; facilitated product and process development.
- Consultant, Volvo Car Group, Gothenburg, Sweden, Jan 2015 – Aug 2015: Developed information system requirements; managed NPD data to enhance efficiency.
- Consultant, SKF Group, Gothenburg, Sweden, Sep 2014 – Jan 2015: Conducted research on supplier knowledge extraction for NPD projects; formulated knowledge capture strategies.
- Production Worker, Academic Work, Gothenburg, Sweden, Oct 2013 – Aug 2014: Managed operations in incoming/outgoing materials, ensuring quality compliance.
- Program Manager, General Union of Youth Entities, Gothenburg, Sweden, Aug 2010 – Dec 2011: Developed youth programs; established partnerships with over 50 organizations.
- Council Member (Project Manager), Mercy Corps, Gothenburg, Sweden, Aug 2008 – Sep 2009: Implemented Global Citizen Corps program; trained youth in leadership and community service.
- General Manager and Owner, Hala Restaurant, Gothenburg, Sweden, Mar 2007 – Aug 2008: Founded and managed operations for a restaurant; improved ROI and eventually sold it for profit.

## Committees Work

- Internationalization Committee – Contributed to the internationalization initiatives at the university.
- Actuary Program Development Committee – Supported the development of the actuary program.
- Industry Relationship Committee – Support for career days and other industry relationship activities.
- Digital Transformation Research Center (DTRC) – Associate Member, contributing to research in digital transformation.
- Task Force for QS Academic Reputation Survey – Recruited respondents to support the QS ranking process.
- Curriculum Development Committee for the Management Department – Contributed to the curriculum design and development for the Management department.

## Honors and Awards

- 2023 Early Career Scholarship Excellence Award – Awarded by the Black School of Business, Pennsylvania State University.
- Ph.D. Dissertation Recognition – Recognized as one of the outstanding research contributions in 2022 by the ICHCA Foundation for Freight Transport and Logistics Research (ICHCA Foundation: <https://ichcastipendiet.se/>).

## Other Contributions and Achievements

- Ambassador, edSeed (2018 – Present)
- President, IPMA Young Crew Sweden (2013 – 2014) – Revived the Sweden chapter; organized workshops, competitions, and training events for young project management professionals.
- Founder and President, Ihsan Campaign (2011) – Launched a network for humanitarian relief and social development activities; grew the campaign to become self-sustaining.
- Trainer, Injaz (2010 – 2011) – Taught business management to over 100 students aged 13-15 on work readiness, financial literacy, and entrepreneurship.
- Public Relations Communications Manager, Eadad Center (2010) – Planned 12 promotional activities and provided 300+ hours of management training for private and public agencies.