

Staff Profiles for EBS New Website



Name – Dr Shereen Nassar

Title – Assistant Professor, Global Director of Logistics Studies and Director of MSc Logistics & Supply Chain Management Programme (Dubai Campus)

Qualifications – PhD

Short Profile

Dr Shereen Nassar is an Assistant Professor in the Edinburgh Business School at Heriot-Watt University Dubai Campus. Shereen is the Global Director of Logistics Studies and the Director of MSc Logistics & Supply Chain Management Programme in Dubai campus. Her area of specialisation is in logistics, supply chain and operations management. Her PhD from Bath University (2012) focused on supply chain visibility and sustainable competitive advantage driven by the tracking and tracing applications using Radio frequency Identification Technology (RFID). Shereen has published several academic journal articles and book chapters in the field of logistics and supply chain management. She regularly shares her industry insights in logistics professional journals.

Areas of Interest

Logistics and Supply Chain Resilience, Sustainability and CSR, Supply Chain Digital Transformation and Optimisation, Circular Supply Chain, Business Analytics & Consultancy.

Qualifications

2008 - 2012- PhD – School of Management - Bath University, UK

Background

Shereen is a Fellow of Higher Education Academy (FHEA). She has an international teaching experience across the UK and MENA region. She teaches business management courses at both postgraduate and undergraduate levels. Her teaching shows the diverse expertise she has developed over more than a decade. Shereen works closely with industry and professional bodies to inform her teaching and learning

practices. Shereen uses a mix of experiential learning and teaching techniques including simulation software and student response system. Shereen's research interest covers sustainability and supply chain risks and resilience in which she published a number of research papers and book chapters including automotive recall risk and social sustainable supply chain performance, sustainable maritime logistics, Supply chain information security, contemporary disruptive business applications of blockchain technology. Her current research interest expands to include supply chain digital transformation and optimisation. She published articles in which she shared her industry insights in well-regarded industry magazines in the field of logistics and supply chain. She regularly appears as a speaker and panelist in industry forums and events.

I am proud to see the impact of our experiential learning approach and the close ties with industry and professional bodies on our students who are able to secure job opportunities while still doing their degrees with us.

Awards

2020 - Global Values Award -Heriot-Watt University.

2020 - Fellow of Higher Education Academy (FHEA).

2020 – Shereen was featured in the Logistics Middle East Magazine

https://mags.itp.com/LOGISTICSME/2020/186_LOGISTICS_MARCH_2020/index_30.html#page=26

2019 - Post graduate Certificate in Academic Practice (PGCAP)

Key Publications

Nassar, S., Kandil, T., Kara, M. E. & Ghadge, A. (2019). Automotive recall risk: impact of buyer–supplier relationship on supply chain social sustainability. *International Journal of Productivity and Performance Management*. (DOI: 10.1108/IJPPM-01-2019-0026).

Kandil, T., Nassar, S. & Taysir, M. (2019). 'Blockchain Technology: A Review of the Contemporary Disruptive Business Applications'. In: SHI, N. (ed.) *Architectures and Frameworks for Developing and Applying Blockchain Technology*. Hershey, PA, USA: IGI Global.

Musendo, T., Nassar, S. (2019) "Effective Go to market strategy for Consumer-Packaged Goods in BoP market in South Africa" The proceeding of international conference on technology, innovation and sustainability in business management, 2nd May 2019, Middlesex University, Dubai, UAE.

Nassar, s. (2019) "Circular student feedback-response (CSFR) model for continuous development", The proceeding of the Learning, Teaching and student Experience (LTSE) conference. Chartered Association of Business Schools (CABS), 14 – 15 May 2019, Manchester, UK.

Nassar, S. (2018), 'Sustainable Ports and Maritime Logistics'. In: Salama, M. (ed.) *Principles of Sustainable Project Management*, Oxford: Goodfellow, (pp. 239-263).

Xu, T. and Nassar, S. (2016) 'Supply chain information security: emerging challenges in the telecommunication industry' In Anthony J. Masys, *Exploring the Security Landscape: non-traditional security challenge*, Switzerland, Springer. DOI: 10.1007/978-3-319-27914-5.

Industry insights

- Nassar, S. and Srour, Z. Resilient Supply Chain Network Design—Unleashing the power of scenario modelling, WEBINAR SYNOPSIS, LogiSYM Magazine, December- January 2021.

<https://logisym.org/logisym-supply-chain-magazine-december-january-2021/>

- Nassar, S. Covid-19 vaccine: How to rise to the century's biggest supply chain challenge, Gulf Business, 3rd February 2021.

<https://gulfbusiness.com/covid-19-vaccine-how-to-rise-to-the-centurys-biggest-supply-chain-challenge/>

- Nassar, S. Transforming the GCC Chemical Industry with Supply Chain Integration, LogiSYM Magazine (Opinion Editorials) by Dr Shereen Nassar, Sep 2020.

https://logisym.org/wp-content/uploads/2020/09/LogiSYM_September2020_FA.pdf

- Nassar, S. Surviving Disruptions – an opportunity for supply chains to thrive with people and technology – By Dr Shereen Nassar, LogiSYM July 2020

<https://logisym.org/surviving-disruptions-an-opportunity-for-supply-chains-to-thrive-with-people-and-technology-logisym-july-2020/>

- Nassar, S. Forces Shaping the Future of Light And Medium Duty Vehicles, PMV Middle East, 13 July 2020.

<https://www.pvmiddleeast.com/equipment/vehicles/77950-forces-shaping-the-future-of-light-and-medium-duty-vehicles>

- Nassar, S. Business Insight: The changing face of e-commerce in response to Covid-19, Logistics ME, Thu 11 Jun 2020 02:43 PM

<https://www.logisticsmiddleeast.com/business/35645-insight-the-changing-face-of-e-commerce-in-response-to-covid-19>

- Nassar, S. Warehouse: How smart tech can transform warehousing, Logistics ME, Sun 23 Feb 2020 04:29 PM

https://www.logisticsmiddleeast.com/warehouse/35220-how-smart-tech-can-transform-warehousing?utm_source=Jarvis&utm_medium=logisticsmiddleeast.com&utm_campaign=recommended

Related Blogs

LinkedIn: <https://www.linkedin.com/in/shereennassar/>

For Side stamps –

Email – s.nassar@hw.ac.uk

Subjects taught at Heriot Watt –

- Supply Chain Risk and Adaptation

- Operations Management
- Business Analysis and Consulting
- Logistics and Supply Chain Management
- Business Analytics and introduction to Big Data
- Marketing Logistics
- Demand and Inventory Planning

Shereen Supervises both undergraduate, postgraduate, DBA and PhD dissertations.