

Paul Lacourbe

CONTACT

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EDUCATION

- 2000 - 2005 **INSEAD, Fontainebleau**
MS and Ph.D. in Technology and Operations Management
- 1996 - 2000 **Eastern China University of Sci&Tech, Shanghai**
BS. in Accounting

EMPLOYMENT HISTORY

- 2023 - Present Assistant Professor of Operation Management, Alba Graduate
Business School, The American College of Greece
- 2020 – 2023 Crypto Trader and Entrepreneur, Self-Employed
- 2019 – 2021 Economist, DOTMOG Crypto Video Game
- 2012 - 2017 Faculty Director, Joint Global Supply Chain EMBA and Forum (U
Tennessee-ESSEC-CEU-GISMA)
- 2011 - 2017 Faculty CoDirector, CEU Innovation-Entrepreneurship Incubator
- 2009 - 2020 Associate Professor, Central European University, Budapest-Vienna
- 2005 - 2009 Assistant Professor, ESSEC, Paris-Singapore

ENTREPRENEURIAL EXPERIENCE

2014-2017 Co-founder, Dunapanda Webshop and Supermarket, Budapest

RECORDED PUBLIC SPEECH

- TEDx Danubia: The New Silk Road
- TEDx Danubia: The Two Fairytales about Tibet

TEACHING and RESEARCH INTERESTS

Operations Management, Supply Chain Management, Sustainable Operations
Management, Agriculture

PUBLICATIONS

- Recycled Content Claim Under Demand Benefit and Supply Uncertainty :
Multi-Period Model and Application to Glasswool Insulation, with A Iyer and
A Vedantam, European Journal of Operational Research. 2023, 309 (2)
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- Durable Goods Leasing in the Presence of Exporting Used Products to an International Secondary Market, *European Journal of Operational Research*. 2016, 250 (2)
- Balancing the Dual Role of Disruptor and Disruptee, *International Journal of Innovation Management*, 2013, 17 (4)
- A Model of Product Line Design and Introduction Sequence with Reservation Utility, *European Journal of Operational Research*. 2012, 220 (2)
- The Role of Hungarian Railway on the New Silk Road, *Managing supply chains on the silk road: strategy, performance, and risk*. 2011, Taylor&Francis
- Product Positioning in a Two Dimensional Market Space (with S. Kavadias and C. Loch), *Production and Operations Management* 2009, 18 (3)
- Approches du Management de la Supply Chain en Circuit Fermé, *Revue Française de Gestion* 2008, 34 (186)
- Introduction Sequence with Functionality Threshold and Real Option, *Current Issues of Business and Law* 2009
- The Development of Collateral in Recycling in Germany (with N. Stamer) *Current Issues of Business and Law* 2009
- Product Positioning in a Two Dimensional Market Space, With C. Loch, S. Kavadias, *Mathematical Methods in Economics*, University of Liberec, 2008

WORKING PAPERS

Designing Product Lines with Higher Aggregate Environmental Quality

Selling Now or Later: Marketing Strategy for Alcoholic Drinks

PUBLISHED CASE STUDIES at ESSEC

- Technology Push Product: Finding New Markets for Rilsan® Fine Powders (with F. Taché). 2009
- Outsourcing IT and Engineering Services in Renault (with P. Brochard). 2008
- The Use of Collateral in the German Recycling Industry (with N. Stamer). 2008
- Challenges of Foreign Market Entry: the Failures of Wal-Mart in Germany (with M. Kuhlmann). 2008

SOFTWARE: MATLAB, MATHEMATICA, MAPLE
