

El Bahraoui HANANE, Ph.D

Assistant-Professor in logistic and SCM

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Research Interests

- Innovation management
- Logistics & Supply Chain Management
- Digital transformation

Teaching Area Interests

- Logistic management
- International trade and logistics
- Purchasing

Academic Background

- 2018: **Postgraduate Diploma "Pedagogy for Higher Education"** at the Centre for Innovation and Pedagogy in Education, Aix-Marseille University.
- 2017: **PhD in Management Sciences**, with honours, at the Centre for Research in Transport and Logistics, Aix-Marseille University.
- 2012 : **Master of Research in Logistics and Strategic Management**, at the Centre for Research in Transport and Logistics, Aix-Marseille University.
- 2010 : **Bachelor's degree in Economics and Management**, Faculty of Economics and Management Aix-Marseille.

Courses Taught

Master level teaching

- Purchasing
- International trade and logistics
- Logistic management

Undergraduate level teaching

- Technological innovation for mobility and the supply chain
- Information systems applied to logistics
- Digital security and business continuity
- General accounting
- Introduction to computer application development
- Tutorial in Data Literacy

Academic Experience

- Present: **Assistant-Professor**, Brest Business School, France
- 2022 to 2023 : **Temporary teaching and research assistant** at the IUT of Quimper of the University of Bretagne Occidentale
- 2021 to 2022 : **Temporary teaching and research assistant** at the Faculty of Economics and Management and at the Centre for Studies and Research in Management
- 2012 to 2016: **Research assistant** at the Centre de Recherche en Transports et Logistique, in Aix-en-Provence at the University of Aix-Marseille

Professional Experience

- 2020 to 2021 : **Management teacher and pedagogical co-responsible**, Training Centre of the MFR of Beauchamp (under the supervision of the Ministry of Agriculture)
- 2017 to 2020 : **Founder and CEO of Chamar Éditions** (entrepreneurial project developed in collaboration with *Inter-Made*, a support organisation for new entrepreneurs in the Social and Solidarity Economy in Marseille, and *Les Têtes de l'Art*)

Peer-Review Journal

- El Bahraoui H., Innovation et durabilité : la cyclologistique comme vecteur de transformation de la logistique hospitalière - Innovation and sustainability: bicycle logistics as a vector for the transformation of hospital logistics, *Innovations*, Pub. anticipées(0), I206-XXXIV
- El Bahraoui H. (2026), Vers une intégration régionale du grand Maghreb arabe : le rôle catalyseur d'une plateforme digitale logistique à la lumière de la nouvelle géographie économique, *Logistique & Management*, 34(1), 21–34
- Karaa M., El Bahraoui H., Garidi S. (2025), Gestion des déchets DASRI et DASND : cas d'un établissement hospitalier public de l'ouest de la France, *Gestion & management public*, Vol 13, n°X, 2025, FNEGE 2 Pub. anticipées(0), 1-26
- El Bahraoui H., Claye-Puaux S., Guieu G., (2016), "Is logistics innovation singular? State of the art and expert judgement", *Logistique & Management* Vol. 24, Iss. 2.

Refereed Proceedings

- El Bahraoui H., (2024), Vers une logistique hospitalière durable : analyse des opportunités et des freins de la cyclo-logistique dans un centre hospitalier en Bretagne, 12ème colloque ARAMOS : « Travailler dans les organisations de santé et médico-sociales : quels défis contemporains ? », Nantes, 21-22 novembre 2024
- El Bahraoui H., (2024), Vers une logistique hospitalière éco-responsable : analyse du potentiel de la cyclo-logistique, Congrès annuel de l'Association Marocaine de Gestion (AMG) CIAMG'24: La gestion durable : un enjeu du 21ème siècle, Tanger, Maroc, 7-8 juin 2024
- El Bahraoui H., (2023), Une exploration approfondie de la gestion des déchets DASRI et DASND : une étude qualitative dans un centre hospitalier de l'Ouest de la France ? 11ème colloque ARAMOS : « La coopération dans tous ses états : Professionnels, organisations et territoires au service du patient ? », Metz, France
- El Bahraoui H., (2023), "The rise of digital platforms in the supply chain and transport sector", 4th Annal Congress of the Moroccan Management Association, Dakhla, Morocco.

- El Bahraoui H., (2023), " "Study on cyber security in the context of logistics and transport", research seminar "Organisation, logistics and information systems", Maison des Sciences de Gestion de Paris Panthéon- Assas, Paris.
- El Bahraoui H., (2016), "Exploring the concept of logistics innovation in the face of supply chain challenges", 11th International Logistics Research Meeting, Lausanne (Switzerland).
- El Bahraoui H., (2017), " Logistics innovation: What factors favour its adoption ? ", Supply Chain Magazine, N°112, p 144-145.

Books and book Chapters

- El Bahraoui H. (2025), “Trackdéchets : une plateforme digitale au service de la gestion hospitalière des déchets” in Gwenaëlle ORUEZABALA ; Hicham ABBAD Stratégies digitales dans les supply chains : De la conception au déploiement, ISTE Group, pp.69-81, 08/2025
- El Bahraoui H. (2019), “Logistics innovation: What factors favour its adoption?? ", in: Rouquet, A., and Fabbe-Costes, N., "in: La logistisation du monde. Chronicles on an ongoing revolution", Presses Universitaires de Provence, 1 ed., 2019.

Other Activities / Memberships

- Since 2023: Member of the Moroccan Management Association
- Since 2022: Member of the Laboratory of Economics and Management (LEGO, EA 2652)
- Funded Research:
 - Karaa M., Makaci M., El Bahraoui H., investigation on the creation of a mutualised logistics tool to facilitate local supply in collective and commercial catering within the framework of the "Metropolitan Food Project", financed by Brest Métropole (2023-2024).
 - Karaa M., Makaci M., El Bahraoui H., PROMALG-Santé project on the development of plant proteins and the diversification of protein sources". Study on the development of a logistics chain for algae proteins" (ANR project, start-up planned in 2024).