

Business-driven research in operations management and logistics: examples from ten years in academia and industry

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In this talk we present how successful research in operations management and logistics can be driven and encouraged in industry. We investigate how well-established approaches for applied research might have a hard time realizing impact in industry and highlight this from personal experiences. Performing research, as well as the concrete research output, is rarely a goal on its own in industry. We explain how setting up the right business motivation can lead to (and even drive) innovation and impact in operations research and management. We present an adjusted approach emphasizing business-needs and agility. Even though research is not a priority in this, we show how research results and output can follow. The talk incorporates selected examples and resulting research outcomes from the last 10 years building on experience in both academia and industry during consultancy projects and at ASML.