Laurent BIRONNEAU

Full Professor



Présentation

Director of the Continuing Education and Work-Study Department of the University of Rennes 1

Program director :

- **Master Comptabilité-Contrôle-Audit**

- **Master GPLA, parcours Management des Entreprises Agro-alimentaires et de Process**

As a permanent researcher at CREM, UMR CNRS 6211, my research and teaching focus mainly on the management of production systems and the optimization of the global supply chain.

My most recent work focuses in particular on

(1) analysis of the conditions and managerial and human consequences (on the skills of logistics managers) of the introduction of Supply Chain management tools;

(2) stock management under sustainable conditions.

(3) Blockchain for Supply Chain Finance.

This work allows me to use a wide range of tools and methods: various methodological approaches (qualitative, quantitative), various data collection methods (interviews, documentary analysis, in situ observations, questionnaire surveys…). This work mainly has a “field” dimension, my objective being to always link theory and practice.

> **Laboratoire de recherche :** CREM UMR CNRS 6211

Recherche et entreprise

Scientific outreach

Scientific Projects

Participation in public or private research contracts :

- Risk, Credit – Finance Chain & Supply Chain Management (2013 – …), contract supported by the FUI 15 and accredited by the Nov@log competitiveness pole – Direction : Pr. J.L.Viviani
- New technologies and consumer – store relations (2006 – 2008) – Management: Pr. G. Cliquet – Work on the Drive-thru logistic patterns and redaction of the part of the report dedicated to this topic.

Scientific events

Participation in scientific or congress organizing committees: Seminar of the Information & Management Association (AIM 2010, La Rochelle); First edition of the International Conference on Operational Management of Logistics (GOL 2012, Le Havre); Tenth International Meeting on Logistics and Supply Chain Research (RIRL 2014, Marseille); IAE France 2015 Congress (Rennes); 19th World Marketing Congress 2016 (Paris); 11th International Meeting on Logistics Research (RIRL 2016, Lausanne)

Expertises

- Member of the Reading Committee of the Logistique et management magazine;
- Member of the International Association for Research in Logistics (AIRL)

Interactions with the social, economic and cultural environments

- Member of the jury of the Oscars d'Ille-et-Vilaine. This jury awards several prizes each year to the major economic players in the Ille-et-Vilaine department.
- Member of several Boards of Directors: IGR-IAE since 2001, ESC Rennes School of Business since 2008 (University appointed representative), Ecole Supérieure d'Ingénieur de Rennes since 2010, IAE de Brest since 2014, Université de Rennes 1 from 2004 to 2008.

Thèmes de recherche

Methods and monitoring tools for production management

Sustainable inventory management

Finance Supply chain

Enterprise Resource Planning (ERP)

Skills of logistics and supply chain managers

Activités pédagogiques

Teaching

- Production Management
- Production Management Information System
- Logistics Management

Other Responsibilities

Co-Chairman of the "Score IAE-Message" Association, an association that federates the university sites implementing the Score IAE-Message (placement tests in management and administration,)