



# Joint Webinar CIRRELT, MobilOpt and Canada research chair in integrated logistics

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Faculty of Business Administration  
MobilOpt: Mobility Optimization



Canada research chair  
in integrated logistics

## MAKING YOUR RESEARCH VISIBLE

**Abstract:** Doing good research and getting this published in good journals does not imply your work gets noted. More and more, we as researchers need to actively deploy strategies to ensure that our research gets noted by other academics or creates impact in industry. This may be required by our funders, or it may just be our internal desire to be appreciated. Without claiming to be an expert, I will share some of my experiences in getting research noted. I will focus primarily on getting research noted with other academics, especially if you are a young researcher and not yet much established.

**About the speaker:** Jan Fransoo is Professor of Operations and Logistics Management at Tilburg University's School of Economics and Management in the Netherlands. He also holds affiliations with Eindhoven University of Technology and Massachusetts Institute of Technology. Professor Fransoo's research covers a wide range of topics in supply chain management and logistics, and has been published in the top operations management journals and a range of other journals in operations management and industrial engineering. He currently also serves as Associate Editor for Operations Research and for Production and Operations Management. His current research mainly addresses retail operations in developing economies, omnichannel retailing, and hinterland container logistics. Professor Fransoo speaks regularly at large and small academic and industry events. More information: [www.janfransoo.com](http://www.janfransoo.com)

<https://ulaval.zoom.us/j/82922698270?pwd=S3paZi9tS0U4dXILNFU4b1ZOdTEvdz09>  
Meeting ID: 829 2269 8270 Passcode: 969750

MERCREDI / WEDNESDAY

27 janvier / January 27th

10h00

Ouvert à tous  
Open to all

Responsable / Organizer

Leandro Coelho