

Bassel Kassem

Assistant Professor | Management

Niagara University- Vaughan, Canada

[LinkedIn](#)

Professional Experience

Assistant Professor

College of Business Administration, Niagara University, Canada

August 2025 – Present

Assistant Professor, Management

American University, Emirates, Dubai, UAE

August 2022 – August 2024

- Taught: Innovation & Entrepreneurship, Production and Operations management, Statistical and Quantitative Analysis, Business analytics and Quantitative methods, General Statistics, Business Statistics, Principles of Management.
- Integrated AI and game-based learning to bridge the gap between Academia and Industry
- Co-chaired the Internationalization committee and activated international partnerships
- Collaborated with Student Affairs and streamlined the Student International Exchange Process

Operational Excellence Consultant

Lean Excellence Center, Milan, Italy

October 2019 – July 2022

- Coached 70+ teams of students in conducting their continuous improvement projects in production, logistics, and Lean office environments, achieving a 95% success rate.
- Conducted a year-long continuous improvement project where I planned and reorganized operational procedures, resulting in a 10% increase in productivity and operational efficiency.

Post-Doctoral Researcher

Politecnico di Milano, Milan, Italy

February 2022 – July 2022

- Conducted research on Industry 4.0 and Lean Production, focusing on application and optimization in manufacturing companies.

Guest Lecturer – Lean & Industry 4.0

MADE Competence Center Industry 4.0, Milan, Italy

October 2021 – July 2022

- Delivered online management training to 80 Italian professionals from 40 Italian companies, focusing on Queueing Theory and Lean 4.0 principles.

Assistant Lecturer

Politecnico di Milano, Milan, Italy

October 2018-July 2022

- Taught A3 thinking, Problem-solving, Queueing Theory, Yield Management, and Lean Management.

Master Thesis Tutor

Politecnico di Milano, and at Polimi Graduate School of Management, Milan, Italy

November 2018-July 2022

Education

- **Executive Course in Digital Lean Six Sigma for Manufacturing and Service Companies**
Polimi Graduate School of Management, Remote (Italian), October 2022 – May 2023

- **PhD in Management Engineering**
Politecnico di Milano, Milan, Italy, November 2018 – January 2022
- **Master of Science in Management Engineering**
Politecnico di Milano, Milan, Italy, September 2016 – October 2018
- **Bachelor of Engineering in Mechanical Engineering**
Lebanese American University, Byblos, Lebanon, September 2011 – January 2016

Certifications

- **Lean Six Sigma Green Belt** - Polimi Graduate School of Management, 2023
- **McKinsey Forward Program**, 2023

Skills & Proficiencies

- **Languages:** English (Fluent), French (Advanced), Italian (Fluent), Spanish (intermediate), Arabic (Native)
- **Technical Skills:** Microsoft Office Suite, SPSS, Minitab

Journal Publications

1. **Bassel Kassem**, Matteo Rossini, Federica Costa, Stefano Frecassetti and Alberto Portioli Staudacher. "An implementation model for socio-technical digital tools." *Journal of Manufacturing Technology Management*, 2024, 35(5), pp. 941–961. DOI: 10.1108/JMTM-06-2023-0230
2. **Bassel Kassem**, Maira Callupe, Monica Rossi and Alberto Portioli-Staudacher. "Lean 4.0: a systematic literature review on the interaction between Lean Production and Industry 4.0." *Journal of Manufacturing Technology Management*, 2024, 35(4), pp. 821–847, 2024. DOI: 10.1108/JMTM-04-2022-0144
3. **Bassel Kassem**, Matteo Rossini, Federica Costa and Alberto Portioli-Staudacher, A. (2023), "Lean monitoring: action research in manufacturing", *International Journal of Lean Six Sigma*, 2023, 14(6), pp. 1280–1296. DOI: 10.1108/IJLSS-06-2022-0124
4. Stefano Frecassetti, **Bassel Kassem**, Kaustav Kundu, Matteo Ferrazzi, and Alberto Portioli-Staudacher. "Introducing Lean practices through simulation: A case study in an Italian SME". *Quality Management Journal*, 2023, 30(2), pp. 90–104. DOI: 10.1080/10686967.2023.2171326.
5. Matteo Rossini, Fabiana Dafne Cifone, **Bassel Kassem**, Federica Costa and Alberto Portioli-Staudacher. "Being lean: how to shape the digital transformation in the manufacturing sector." *Journal of Manufacturing Technology Management*, 2022, 32(9), pp. 239-259. DOI: 10.1108/JMTM-12-2020-0467.

Conference Proceedings -SCOPUS

1. Matteo Rossini, **Bassel Kassem**, Gopal Nayaranamurthy and Alberto Portioli-Staudacher. "Pick-and-Place Robotics Implementation Under the Influence of Lean Manufacturing – A Process Model". In *IFIP Advances in Information and Communication Technology*, 2024, 730 IFIP, pp. 162–175
2. **Bassel Kassem** and Alberto Portioli-Staudacher. "Industry 4.0 and the human asset: skills 4.0" In *Proceedings of the Summer School Francesco Turco*, 2021
3. Matteo Rossini, **Bassel Kassem**, Federica Costa and Alberto Portioli-Staudacher. "Lean supply chain and industry 4.0: a study of the interactions among practices and technologies". In *Proceedings of the Summer School Francesco Turco*, 2021
4. **Bassel Kassem** and Alberto Portioli-Staudacher. "Discovering Artificial Intelligence implementation and insights for Lean Production." In *IFIP Advances in Information and Communication Technology*, 2021, 610, pp. 172–181.

5. Federica Costa, **Bassel Kassem**, and Alberto Portioli-Staudacher. "Lean Thinking Application in the Healthcare Sector." In IFIP Advances in Information and Communication Technology, 2021, 610, pp. 357–364.
6. **Bassel Kassem**, Federica Costa, and Alberto Portioli-Staudacher. "Lean Monitoring: Boosting KPIs processing through Lean." In IFIP Advances in Information and Communication Technology, 2021, 610, pp. 319–325.
7. **Bassel Kassem**, Federica Costa, and Alberto Portioli-Staudacher. "Lean office in a manufacturing company." In IFIP Advances in Information and Communication Technology, 2021, 610, pp. 351–356.
8. Matteo Rossini, **Bassel Kassem** and Alberto Portioli Staudacher. "Lean Warehousing: Enhancing Productivity Through Lean". In IFIP Advances in Information and Communication Technology, 2021, 610, pp. 339–347.
9. **Bassel Kassem** and Alberto Portioli-Staudacher. "Implementation of Digital Tools for Lean Manufacturing: An Empirical Analysis." In IFIP Advances in Information and Communication Technology, 2021, 610, pp. 357–364.
10. **Bassel Kassem**, Matteo Rossini and Alberto Portioli-Staudacher. "Lean 4.0 the state of adoption and impact on operational performances- survey research in the European context." In EUROMA Proceedings, 2021.
11. Alberto Portioli-Staudacher, Federica Costa, Matteo Rossini, **Bassel Kassem**, Fabiana D. Cifone. "The winning combination: leadership and a sound methodology sustain improvement projects and make employees happier." In POMS Proceedings, 2021.
12. Matteo Rossini, Alberto Portioli-Staudacher, Fabiana D. Cifone, Federica Costa, Fabio Esposito and **Bassel Kassem**. "Lean and Sustainable Continuous Improvement: Assessment of People Potential Contribution." In Lecture Notes in Networks and Systems, 122:283–290, 2020.
13. **Bassel Kassem** and Alberto Portioli-Staudacher. "JIT Implementation in Manufacturing: The Case of Giacomini SPA." In Lecture Notes in Networks and Systems, 122:273–281, 2019.
14. **Bassel Kassem** and Alberto Portioli-Staudacher. "The interaction between lean production and industry 4.0: Mapping the current state of literature and highlighting gaps." In Proceedings of the Summer School Francesco Turco, 1, pp. 123-128, 2019.

Works in progress

1. Gopalakrishnan Narayanamurthy, Matteo Rossini, **Bassel Kassem**, and Alberto Portioli Staudacher. Sensemaking of Automation – Will Lean Act as a Synergy or Tension?
2. Federica Costa, **Bassel Kassem**, Jiju Antony, and Alberto Portioli Staudacher. AI in OPEX: an overview of current state and future research.

Academic Service

- Co-Chaired the Internationalization committee: contributed to facilitating student exchange and International collaborations
- AUE's 1st and 2nd Innovation Forum Lead Organizer: Mentoring students on pitching and business plan preparation
- Chaired the "Revamped Business: The Challenge of Change" session at the 5th AUE International Research Conference, 2023
- Contributed to BBA self-study necessary for AACSB Accreditation

Research Service

- Reviewer:
 - Journal of Manufacturing Technology Management, 2025
 - International Journal of Lean Six Sigma, 2023
 - Operations Management Research Journal, 2022-2023.
 - International Working Seminar on Production Economics, Innsbruck, 2022.
 - International Journal of Production Economics, 2020-2021.
 - European Lean Educator Conference, 2019-2021.
- Chair: “Behavioral Aspects of Operational Excellence” Session chair at Production and Operations Management Society (POMS) conference, 2021.

Workshops

- “Program Assessment for Curriculum Improvement”, Center for Learning Innovation and Customized Knowledge Solutions CLICKS, AUE, 2022
- EurOMA 2021 Journal Publishing Workshop, online, 2021.
- e.DO: Technology & Human, a convergent evolution workshop, Politecnico di Milano, Milan, Italy, 2019.
- Participatory Municipalities Project in Tripoli workshop, Tripoli, Lebanon, 2016.
- Policy Innovation Circle, Beyond Reform, and Development workshop series, Beirut/Tripoli, Lebanon, 2016.

Conferences

- EUROMA 2025, Milan, 2025
- 5th Annual AUE International Research Conference, Dubai, 2023
- 22nd International Working Seminar on Production Economics, Innsbruck, 2022.
- ELEC 2021 – 7th European Lean Educator Conference, online, 2021.
- Advances in Production Management Systems (APMS) Conference, IFIP Advances in Information and Communication Technology, online, 2021.
- Francesco Turco Summer School, online, 2021.
- European Operations Management Association (EUROMA) conference, online, 2021.
- Production and Operations Management Society (POMS) conference, online, 2021.
- ELEC 2019 – 6th European Lean Educator Conference, Milan, Italy, 2019.
- *Innovative Speaker* at Tsinghua-UNICEF Youth Innovation Forum, Beijing, China, 2015.

Press

- [“Beyond the Classroom: Bridging the Gap Between Academia and Industry with Game-Based Learning”](#), Higher Education Digest, 2024
- [“Young Innovators to Watch Featured at Tsinghua UNICEF Youth Innovation Forum”](#), 2015.

Awards

- Excellence in Innovative teaching, AUE, 2023
- Team “Incubaby”: Design of Low-Cost Infant Incubator
 - a) Winner of UNICEF Global Challenge 2014.
 - b) 1st runner up “National Instruments Graphical System Design Musabaka 2015”, MENA region.