

Judge's Biography - SCAN Health Virtual Business Case Competition 2021



DR. ADEL GUITOUNI

BSc, MSc, PhD

**Associate Professor,
Gustavson School of Business, University of Victoria**

Dr. Adel Guitouni is an award-winning associate professor of management sciences, operations research and decision support systems at the Gustavson School of Business. His PhD and master-level students benefit from his multi-disciplinary approach to teaching and professional activities, which includes his work with the Canadian government where he directed large scientific teams involved with major events and strategic initiatives such as the Vancouver 2010 Olympics and G8/G20 summits, and a variety of projects with the Canadian Forces.

Since 2011, on behalf of the business school, Adel has actively engaged in several educational activities that support the democratic transition and socio-economic development in the MENA region (i.e., Tunisia and Libya) from providing coaching sessions to senior government officials to obtaining grant funding to develop the country's leadership capacity. In 2014 in partnership with Tunisian higher education institutions, he established a not-for-profit non-governmental organization dedicated to fostering entrepreneurship development and innovation.

Adel has published numerous refereed papers and book chapters, and is the recipient of several multi-million dollar research grants. On the research side, he has made several contributions to multiple criteria decision aid (MCDA), supply chain management, information systems, resource management, and cloud computing. His research interests include the automation of planning and scheduling, net-enabled dynamic resource management and supply chain management, classification and machine learning, multiple criteria decision analysis, multi-objective optimization, collaborative decision making, and decision support systems.

Through his research Adel's goal is to help improve the decision-making process at the individual and corporate level. Through his entrepreneurship and leadership project work, he hopes to empower youth and leaders by giving them the tools to change their world.

Before joining the Gustavson School of Business full-time in 2011, Adel served as one of its adjunct professors. He has also held positions with the Canadian government and taught at Laval University, University of Sherbrook and Concordia. He has supervised numerous graduate students and six post-doctoral fellows, and he maintains membership in international policy groups and think tanks.