

Marcus Thiel

Associate Professor

Supply Chain Management & Technology Area

Joined the School in 2007

Academic Background

2006	Dr. rer. pol. in Business Administration, Friedrich-Alexander-Universität Erlangen-Nuremberg, Germany.
1998	Diplom-Kaufmann, Universität Hamburg, Germany.

Teaching Experience

COURSES TAUGHT IN RECENT YEARS

Executive Education

Logistic Operations in the Supply Chain
Contract Management: Strategic Sourcing
Service Supply Chain Management: De-Industrialisation and the 'Industry of Hope'
Supply Chain Management
Strategic Sourcing
Service Management
Supply Chain Management & Logistics Operations in Latin America
Strategic Supply Chain Management
Productivity & Quality in Clusters
Service Excellence: Managing Service Systems based on Quality principles
Development of Suppliers with Social Sense
Logistics and Supply Chain Management
Business Process Improvement
International Purchasing & Supply Management – Appraising & Shortlisting Suppliers
International Purchasing & Supply Management – Understanding the Corporate Environment
Project Quality Management
Tourism – A new development opportunity for Colombia?
Challenges of implementing globally successful business models and strategies in Colombia
Food Supply Chain Management in Colombia

Graduate

Fundamentals of Supply Chain Management

Value Chain Management
Supply Management – Fundamentals
Global Sourcing
Logistics & Supply Chain Management
Services Marketing
Logistics Management

Undergraduate

Service Management
Supply Management
Value Chain Management
Operations and Logistics

Academic Activities

2018 - to date Academic Coordinator, 'Master in Supply Chain Management. UASM, Bogotá, Colombia.
2017 - to date Director, Supply Chain Management & Technology Area. UASM. Bogotá, Colombia.
2013 - to date Associate Professor. UASM. Bogotá, Colombia.
2007 - 2013 Assistant Professor. UASM. Bogotá, Colombia.
1998 - 2004 Research Associate. Friedrich-Alexander-Universität, Department of Industrial Management. Nuremberg, Germany.
1996 - 1999 Lecturer in Economics. Akademie des Handwerks, Hamburg, Germany.

Other Professional Activities

CONSULTANCIES

2019 Inter-American Development Bank: "Willingness to Pay for Increased Visibility in Trucking Operations. Bogotá, Colombia.
2014 ICETEX: "Diagnosis and proposal to redesign processes of ICETEX. Bogotá, Colombia.
2014 ICETEX: "Review of the operational model of ICETEX". Bogotá, Colombia.
2013 DISAN S.A.: "Forecasting system development". Bogotá, Colombia.
2011 Policía Nacional: "Optimización de la movilidad terrestre". Bogotá, Colombia.
2011 Ministerio de Cultura de Colombia; "Organizational field of music in Colombia – Value Chain". Bogotá, Colombia.
2009 - 2011 Cafam: "Diseño del Sistema Logístico para las Farmacias de Cafam". Bogotá, Colombia.
2007 - 2008 Ecopetrol: "Plan Estratégico para el Sistema Logístico de Materiales". Bogotá, Colombia.
2007 - 2008 Ecopetrol: "Proyecto Líneas Estratégicas – Modelo de Servicios Administrativos". Bogotá, Colombia.

RESEARCH AREAS

Service Management
 Supply Management
 Supply Chain Management

ARTICLES IN ACADEMIC JOURNALS

- 2017 Reverse cross-docking, *Omega*, 66, Part A, January 2017, pp. 48–57; with J.P. Soto, R. Colomé Perales, DOI: 10.1016/j.omega.2016.01.010.
- 2015 Anchor company contribution to cleaner production dissemination: Experience from a Mexican sustainable supply programme, *Journal of Cleaner Production*, 86, January 2015, Pages 245–255; with B. van Hoof. DOI: 10.1016/j.jclepro.2014.08.02.
- 2014 Collaboration capacity for sustainable supply chain management: small and medium-sized enterprises in Mexico. *Journal of Cleaner Production*, 67, March 2014, pp. 239-248; with B. van Hoof. DOI: 10.1016/j.jclepro.2013.12.030.
- 2013 Is it feasible to implement Green Logistics in Emerging Markets?, *International Journal of Applied Logistics*, 4(1), January-March 2013, pp. 1-13, with J.P. Soto, DOI: 10.4018/jal.2013010101.

ARTICLES IN PROFESSIONAL/ TRADE JOURNALS

- 2010 Gestión responsable de la cadena global de suministros, in: *RS – Responsabilidad Sostenibilidad (Colombia)*, June 2010, p. 68-69; with I.D. Lobo.
- 2009 Visibilidad y Desempeño en la Cadena de Suministros – Estrategias y Barreras, in: *América Economía* (<http://mba.americaeconomia.com/biblioteca/analisis/visibilidad-y-desempeño-en-la-cadena-de-suministros>), 10/12/2009, with J.P. Madiedo.

BOOKS

- 2008 “Strategische Beschaffung von Dienstleistungen”, VDM Verlag, Saarbrücken, Germany, 2008, pp. 324, ISBN: 978-3-639-00534-9.

CASES

- 2017 Hamburguesas El Corral – Does delivery service matter?, in: CLADEA BALAS Case Consortium, Case Study and Teaching Note (English and Spanish; AN 0039-0042), ISSN: 2322-9330, Boston 2017; with L.E. Orozco, D. Sinisterra.
- 2017 Transmilenio: Crisis in an award-winning bus rapid transit system?, in: CLADEA BALAS Case Consortium, Case Study and Teaching Note (English and Spanish; AN 0057-0060), ISSN: 2322-9330, Boston 2017; with L.E. Orozco.
- 2009 Cerámicas de Costaragua: The Challenges of Selling to Low-Income Citizens, in: *Social Enterprise Knowledge Network (SEKN), Case Study (SKE-127) and Teaching Note (SKE-128)*, Harvard Business School Publishing, Boston 2009; with D. Trujillo, L.E. Orozco, Roberto Gutiérrez.

- 2009 Cerámicas de Costaragua: Retos en las ventas a ciudadanos con bajos ingresos, in: Social Enterprise Knowledge Network (SEKN), Case Study (SKS-114) and Teaching Note (SKS-115), Harvard Business School Publishing, Boston 2009; with D. Trujillo, L.E. Orozco, Roberto Gutiérrez.

CHAPTERS IN BOOKS

- 2017 International Freight Transport in South America – The Case of Colombia, in: Beresford, A./Pettit, S. (Ed.): International Freight Transport – Cases, Structures and Prospects, Kogan Page Ltd., London (England), 2017, ISBN 9780749474348, 376 p., pp. 231-254; with D. Grant, R. Britto, J.P. Soto.
- 2012 Entrega lo prometido - retos de calidad y productividad para Colombia. 2012. In: Gestión de Clusters en Colombia: una herramienta para la competitividad. Edición Uniandes Bogotá-Colombia p.p.169 - 219. ISBN 978-958-695-766-3, with J.P. Soto.
- 2012 Gestión de la cadena de suministro, in: Azuero, F. et al. (Ed.): Tendencias en administración – gerencia y academia, Edición Uniandes, Bogotá D.C. (Colombia) 2012, 508 p., pp. 397-414.
- 2011 Green Logistics – Global Practices and their Implementation in Emerging Markets, in: Luo, Z. (Ed.): Green Finance and Sustainability – Environmentally-Aware Business Models and Technologies, IGI Global Business Science Reference, Hershey (PA) 2011, 633 p., pp. 334-357; with J.P. Soto, B. Van Hoof, J.P. Madiedo.
- 2010 Logistics Services in the 21st Century – Supply Chain Integration and Service Architecture, in: Luo, Z. (Ed.): Service Science and Logistics Informatics – Innovative Perspectives, IGI Global Business Science Reference, Hershey (PA) 2010, p. 359 - 378; with S. Hernandez.
- 2004 Fast Ramp-up, in: Wildemann, H. (Ed.): Synchronisation von Produktentwicklung und Produktionsprozess, München 2004, S. 9-39; with K.-I. Voigt.
- 2004 Industrielle Rücknahme- und Entsorgungssysteme, in: Prockl, G. u.a. (Ed.): Entwicklungspfade und Meilensteine moderner Logistik, Wiesbaden 2004, S. 389-418; with K.-I. Voigt.
- 2003 Beschaffung wissensintensiver Dienstleistungen – Net Sourcing als alternative Bezugsform, in: Bruhn, M./Stauss, B. (Ed.): Dienstleistungsnetzwerke, Wiesbaden 2003, S. 287-318; with K.-I. Voigt.
- 2002 Gestaltung industrieller Rücknahme- und Entsorgungssysteme auf Basis der linearen Optimierung, in: Fichtner, W./Geldermann, J. (Ed.): Einsatz von OR-Verfahren zur techno-ökonomischen Analyse von Produktionssystemen, Frankfurt/M. 2002, S. 37-52; with K.-I. Voigt.
- 2000 Entwicklungsperspektiven im Electronic Business, in: Scheffler, W./Voigt, K.-I. (Ed.): Entwicklungsperspektiven im Electronic Business, Wiesbaden 2000, S. 3-18; with W. Scheffler, K.-I. Voigt, R. Weber.
- 2000 Desintermediation im B2B-Bereich, in: Scheffler, W./Voigt, K.-I. (Ed.): Entwicklungsperspektiven im Electronic Business, Wiesbaden 2000, S. 107-132; with K.-I. Voigt, R. Weber.

PRESS ARTICLES

- 2011 El servicio también depende del consumidor, in: Portafolio, March 2, 2011, p. 19; with J.P. Soto.
- 2011 La competencia es entre las cadenas de suministros, in: Portafolio, March 10, 2011, p. 20; with J.P. Soto.
- 2011 No prometa lo que no puede cumplir, in: Portfollio (Colombia), June 2, 2011, p. 20; with J.P. Soto.

- 2010 Volver 'verde' la logística genera ventaja competitiva, in: Portafolio, June 16, /2010, p. 19; with J.P. Soto.
- 2010 Evite las interrupciones que afectan su negocio, in: Portafolio, May 12, 2010, p. 22; with J.P. Madiedo.
- 2010 El balance de valor es fundamental en la prestación de servicios, in: Portafolio, March 17, 2010, p. 21; with J.P. Madiedo.
- 2010 Los efectos de red pueden afectar sus productos, in: Portafolio, May 4, 2010, p. 19; with J.P. Soto.
- 2010 El balance de valor es fundamental en la prestación de servicios, in: Portafolio, March 17, 2010, p. 21; with J.P. Madiedo.
- 2010 Evite las interrupciones que afectan su negocio, in: Portafolio, May 12, 2010, p. 22; with J.P. Madiedo.
- 2009 La siguiente generación en 'outsourcing', in: Portafolio (Colombia), February 26, 2009, p. 14, with S. Hernandez.
- 2009 La importancia de gerenciar las redes de proveedores, in: Portafolio (Colombia), April 23, 2009, p. 16, with S. Hernandez.
- 2009 Deshaciéndose del hombre del medio, in: Portafolio (Colombia), July 16, 2009, p. 20, with J.P. Soto.
- 2009 ¿Qué hace la diferencia en la compra de servicios? , in: Portafolio (Colombia), August 6, 2009, p. 14, with J.P. Madiedo.
- 2009 Personalización masiva para ciertas empresas, in: Portafolio (Colombia), September 15, 2009, p. 22, with J.P. Madiedo.
- 2009 Roadmapping, una herramienta de planeación, in: Portafolio (Colombia), October 6, 2009, p. 15, with S. Hernandez.
- 2009 La inversión social es gratis en la cadena de suministros, in: Portafolio, October 20, 2009, p. 15, with I.D. Lobo.
- 2009 Reducir la 'basura' en el sector de servicios, in: Portafolio, November 24, 2009, p. 19, with J.P. Soto.
- 2009 Con la especialización disminuye la visibilidad, in: Portafolio, November 10, 2009, p. 15, with J.P. Madiedo.
- 2008 Las tendencias del mercado de suministros, in: Portafolio (Colombia), June 9, 2008, p. 37, with J. Yañez.

PROCEEDINGS

- 2011 Reverse Cross Docking, Proceedings of the VII ALIO/EURO Workshop on Applied Combinatorial Optimization, Porto, Portugal, pp. 215-217, May 4-6, 2011; with J.P. Soto, R. Colomé.

WORKING PAPERS

- 2001 Collective Sourcing – Ergebnisse einer empirischen Untersuchung zum Stand horizontaler Beschaffungsk Kooperationen in der Region Nürnberg, Arbeitspapier Nr. 2 des Lehrstuhls für Industriebetriebslehre, Universität Erlangen-Nürnberg, 2001; with K.-I. Voigt, J. Schäfer.
- 1999 Reverse Logistics in the Automotive Industry – A Quantitative Approach, Arbeitspapier. Nr. 1 des Lehrstuhls für Industriebetriebslehre, Universität Erlangen-Nürnberg, 1999; with K.-I. Voigt.