

Mohamed Hassan Shrief

PhD Researcher | Teaching Assistant in Business, Operations Management and Sustainability

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PROFESSIONAL PROFILE

PhD researcher and Teaching Assistant at Birmingham City University with six published, peer reviewed research record and Higher Education teaching experience across Business Management, circular economy, Operations Management, Logistics and Supply Chain Management, Project Management, Sustainable Business and Research Methods. Author of two published articles in Business Strategy and the Environment, a Chartered ABS 3 star ranked journal, alongside four peer reviewed conference papers. Combines rigorous research methods expertise, systematic literature review and bibliometric analysis with more than four years of international industry leadership managing electromechanical construction projects with budgets above twenty million dollars. Founder of a live climate technology venture that translates doctoral research into practice. Working towards Fellowship of the Higher Education Academy and committed to inclusive, research led and employability focused teaching.

RESEARCH AND TEACHING INTERESTS

Research: Net-Zero strategy and firm performance; energy efficiency; circular economy; sustainable operations; ESG and the UN Sustainable Development Goals; quantitative, qualitative, systematic review and bibliometric methods.

Teaching: Operations Management; Logistics and Supply Chain Management; Project Management; Business Strategy and Sustainable Business; Research Methods; data informed decision making.

EDUCATION

PhD, Business and Management (Sustainability) | Birmingham City University 2023 to 2027 (expected)

Thesis: Investigating the Impact of Net Zero Strategy on Firms' Energy Efficiency Performance and Economic Growth within the Framework of the Sustainable Development Goals. Supervisors: Dr Jahira Debbarma (Director of Studies), Professor Lukman Akanbi and Dr Duyen Chu.

Postgraduate Certificate in Research Practice | Birmingham City University

2025

Distinction.

MSc Logistics and Supply Chain Management | University of Bolton

2023

Distinction.

BSc Industrial and Management Engineering | Arab Academy for Science, Technology and Maritime Transport

2022

HIGHER EDUCATION TEACHING EXPERIENCE

Teaching Assistant | Birmingham City University, Business School

2024 to Present

- Deliver and support seminars, tutorials and research led learning across business, operations, sustainability, economy, and research methods, contributing to modules and cohorts reaching more than 1,600 undergraduate and postgraduate learners.
- Design and adapt teaching materials, presentations and learning resources, translating complex Net-Zero, energy efficiency and sustainable business concepts into accessible, applied content.
- Support students with academic writing, dissertations, research design, literature review, data interpretation and evidence-based argument, building confidence in independent research led study.
- Provide assessment and feedback support and contribute to inclusive learning practice for large and diverse cohorts, including widening participation students.
- Mentor a postgraduate researcher through a systematic literature review and methodological approach on AI adoption and sustainability in UK SMEs, including search strategy, verification and methodological guidance.

RESEARCH EXPERIENCE

Doctoral Researcher | Birmingham City University

2023 to Present

- Lead an original programme of research on Net Zero strategy, firm level energy efficiency and economic growth within the Sustainable Development Goals framework, producing published journal and conference outputs.

- Designed and delivered a systematic literature review and bibliometric analysis combining PRISMA and the Tranfield methodology, screening 658 records, synthesising 76 studies and identifying 191 barriers and 101 enablers to the net zero transition.
- Apply quantitative and qualitative methods using NVivo, VOSviewer, MATLAB, SPSS, R, Python and Excel for data collection, analysis, visualisation and evidence synthesis.
- Author and revise journal manuscripts and reviewer response letters, taking two papers to publication in Business Strategy and the Environment.

PUBLICATIONS

Peer Reviewed Journal Articles

1. Debbarma, J., Shrief, M. and Kumar, V. (2026). Methodological Pathways for Circular Economy in Energy and Environmental Study: A Structured Review Toward Sustainable Development. Business Strategy and the Environment. <https://doi.org/10.1002/bse.71202>
2. Shrief, M., Debbarma, J., Akanbi, L. and Chu, D. (2026). Net Zero Transition and its Impact on Firms' Energy Efficiency and Economic Growth within the Framework of the Sustainable Development Goals: A Systematic Literature Review and Bibliometric Analysis. Business Strategy and the Environment. <https://doi.org/10.1002/bse.71016>

Peer Reviewed Conference Papers

3. Shrief, M., Debbarma, J., Akanbi, L. and Chu, D. (2026). An Analysis of the Net Zero Adoption Gap Between UK Firms and National Goals. European Academy of Management (EURAM) Annual Conference 2026.
4. Shrief, M., Debbarma, J., Akanbi, L. and Chu, D. (2025). Enablers and Barriers of Businesses Towards a Net Zero Emissions Economy: A Systematic Review. Proceedings of the British Academy of Management (BAM) Annual Conference 2025, University of Kent, UK. <https://pureportal.bcu.ac.uk/en/publications/enablers-and-barriers-of-businesses-towards-net-zero-emissions-ec-2/>
5. Shrief, M., Edghiem, F. and Lea, B. (2023). Factors Impacting a UK Based Software Business on International Expansion. ICACTCE 2023. https://doi.org/10.1007/978-3-031-37164-6_48
6. Edghiem, F., Shrief, M. and De La Silva, S. (2023). Online Buying Behaviour of UK University Students. ICACTCE 2023. https://doi.org/10.1007/978-3-031-37164-6_47

ACADEMIC SERVICE AND ESTEEM

- Reviewer, European Academy of Management (EURAM) Annual Conference 2026.
- Reviewer, British Academy of Management (BAM) Annual Conference 2025.
- Session Chair and presenter, Sustainable and Responsible Business track, BAM Annual Conference 2025, University of Kent.
- Recipient of the Student Leadership Award, Birmingham City University, and member of the Green Impact sustainability team.

ENTERPRISE AND KNOWLEDGE EXCHANGE

Founder | SusFactor (susfactor.com)

2024 to Present

- Founded and launched a live climate technology B2B software platform that helps UK small and medium enterprises meet net zero and ESG compliance requirements, developed through the UNiDAYS Accelerator.
- Translated doctoral research on the barriers and enablers of the net zero transition into a commercial product, demonstrating impact, knowledge exchange and research to practice translation.
- Leading a pre seed fundraise, including financial modelling, pricing strategy and investor engagement.

PROFESSIONAL AND INDUSTRY EXPERIENCE

Shift Manager | Tesco One Stop, UK

2023 to 2024

- Managed daily store operations, stock control, cash handling and team coordination, developing applied teaching examples in service operations, scheduling and frontline management.

Project Manager | DP World

2020 to 2021

- Led the design, fabrication and erection of two 250 cubic metre diesel fuel tanks, improving project profitability by 10 percent through stronger resource planning and delivery coordination.

Technical Office Engineer and Welding Inspector | Steel for Engineering Projects

2017 to 2019

- Prepared project plans, schedules, cost estimates and work breakdown structures, and conducted quality control inspections and non-destructive testing to assure compliance with standards.

Independent Contractor, Electromechanical Construction | MENA region

Project based

- Delivered 26 electromechanical construction projects, including an 11-unit reverse osmosis skid project, managing multidisciplinary teams of up to 37 people with budgets exceeding twenty million dollars.

SKILLS AND COMPETENCIES

Teaching and Curriculum: Seminar and tutorial delivery; module and materials design; assessment and feedback; inclusive and research led learning; postgraduate supervision support.

Research Methods: Systematic literature review (PRISMA, Tranfield); bibliometric analysis; quantitative and qualitative analysis; data collection, interpretation and visualisation.

Software and Digital: NVivo, VOSviewer; MATLAB and SIMULINK; SPSS; R; Python; Microsoft Office; Google Workspace; Asana; Primavera; AutoCAD; SolidWorks; Fusion 360.

Domain: Operations and supply chain management; project management; Net-Zero and ESG strategy; circular economy; energy efficiency; sustainable business.

PROFESSIONAL DEVELOPMENT AND CERTIFICATIONS

- Working towards Fellowship of the Higher Education Academy (FHEA), Birmingham City University Education Development Service.
- Google Project Management Professional Certificate.
- Carbon Literacy and Home Energy Auditor, Students Organising for Sustainability UK.
- Cisco IT Essentials PC software and Hardware Certificate.
- Introduction to Mathematical Thinking, Stanford University (Coursera), with distinction.
- Welding Inspector Level 2, ASNT.

LEADERSHIP, LANGUAGES AND REFEREES

Leadership: Student Leadership Award and Green Impact team member (BCU); Class Representative (University of Bolton); IISE volunteer branch president; STEM fair mentor.

Languages: Arabic (native); English (professional); Portuguese (intermediate).