

CURRICULUM VITAE

Barbara Gaudenzi

Current Position

Barbara Gaudenzi, PhD, is Associate Professor in Marketing, Supply Chain Management and Risk Management at the Department of Business Administration at the University of Verona, Italy (since 2011).

She is Director of RiskMaster - Master in Risk Management (since 2011, www.riskmaster.it), and is Director of LogiMaster, Master in Supply Chain Management (since 2012, www.logimaster.it) at the University of Verona.

Previous positions and educations

- From 2005 to 2011 she was Researcher/Assistant Professor at the Department of Business Administration – University of Verona.
- In 2005 she completed the Ph.D. in Dottrine Economico-Aziendali e Governo dell’Impresa at the Parthenope University in Naples, Italy (XVII ciclo).
- In 2004 she became visiting researcher at the Cranfield University – Cranfield School of Management - Center for Logistics and Supply Chain Management - Bedford – UK, working with Prof. Martin Christopher.
- In 2004 she became visiting researcher at the Caledonian University (Glasgow – UK), working with Prof. Lynn Drennan.

Key academic activities

- She is member of the Collegio dei docenti del Dottorato (Governing body of the Ph.D. programm in Economics and Management) since 2013, and was member of the Collegio dei docenti del Dottorato (Governing body of the Ph.D. programm in Economia e Direzione Aziendale) from 01-01-2006 to 01-01-2013.
- She is member of the Team di Assicurazione della Qualità (Quality Assurance team) in the Master program of Economics – Department of Economics, University of Verona, since 2016.
- She is involved in teaching and research projects for several organizations and institutions.
- She teaches in undergraduated Courses, Master Courses, MBA programs, and PhD courses in several cities in Italy and other countries.

At the University of Verona she leads/teaches in the following courses:

- Marketing (CdL in Economia Aziendale, Dipartimento di Economia Aziendale)
- Risk Management (CdLM in Economics, Dipartimento di Scienze Economiche)
- International Logistics and Marketing Management (CdLM in Interntional Economics and Business Management)
- Supply Chain (CdLM in Governance delle Emergenze, Dipartimento di Scienze Giuridiche)
- Supply Chain (Dottorato di Ricerca in Economics and Management)

Research interests and publications

Research interests are, in particular:

- Supply Chain Management and Supply Chain Risk Management
 - Business to Business marketing
 - Risk management
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- She is member of the editorial board of the "International Journal of Business Continuity and Risk Management" since 2017 and serves as reviewer for primary international journals in supply chain management and management science.
 - She is guest editor of the special issue "Supply Chain Risk Management: approaches and tools for continuous improvement" for the TQM Journal 2018-2019.
 - She published more than 50 works, particularly papers in academic journals and books with primary national and international publishers.
 - She recently got a grant from the CAPS Research Institute (Arizona) for a multi-year research on the topic of supply chain risk management.

Her work on supply chain risk is primarily focused on commodity price volatility management, risk assessment techniques in extended supply chains and the management of cyber security in supply chains. Her work on supply chain management is mainly focused on customer satisfaction, loyalty and reputation, business relationships and logistics service in supply chains.

Large part of the researches has been developed with colleagues from international universities, particularly from North America and Europe. Her work has been published, or is in-press, in journals such as: *Journal of Purchasing and Supply Management*, *International Journal of Logistics Management*, *Industrial Marketing Management*, *Journal of Logistics Research and Applications*, *Corporate Reputation Review*, *Journal of Business Economics and Management*, *International Journal of Supply Chain and Operations Resilience*, *Journal of Promotion Management*, *Sinergie Journal*, *Mercati & Competitività*, *Journal of Marketing Trends*, *International Journal of Auditing Technologies*.

She published handbooks with primary international publishers such as *Springer*, *J. Ross Publishing*, *Business Expert Press*, and *Sage*.

She also published several proceedings of national/international conferences, such as *European Operations Management Associations*, *Production and Operations Management Society*, *International Conference Marketing Trend*, *IPSERA*, *British Academy of Management*, *Industrial Engineering and System Management*, *Euromed*, and others.

Google Scholar profile

<https://scholar.google.it/citations?user=PpoyGCMAAAAJ&hl=it&oi=ao>

Web page

<http://www.dea.univr.it/?ent=persona&id=2105&lang=en>

Research Projects with Grants

Prof. Gaudenzi coordinates and is involved in research projects with private organizations and research institutions. In particular, Professor Gaudenzi collaborates in supply chain research projects with companies such as Alenia Aeronautica, Globo SpA, Selex Sistemi Integrati, Stef, and others from different sectors. Some of the most relevant projects are here cited.

- Benchmark analysis in the toys industry (2010-2016): sponsored by a private company (Globo spa - Verona), this project is coordinated by Prof. Gaudenzi in the Department of Business Administration (Verona).
- Risk analysis in a public company (2014-2016): sponsored by a public company (AGEC - Verona), this project was coordinated by Prof. Gaudenzi in the Department of Business Administration (Verona).
- Survey on risk perception and management in wine companies in Italy (2016), sponsored by a private company (ArgoRe – Bermuda, USA), this project was coordinated by Prof. Gaudenzi in the Department of Business Administration (Verona).
- Managing Commodity Price Volatility and Risk (2012-2013): the research team was composed by Prof. George A. Zsidisin (Virginia Commonwealth University, USA), Prof. Janet L. Hartley (Bowling Green State University, USA), Prof. Lutz Kaufmann (Who University, Germany), and Prof. Gaudenzi. The project won a Grant from the CAPS Research Center (USA).
- Customer Satisfaction and loyalty (2013): sponsored by a private company (STEF – Milano), this project was coordinated by Prof. Gaudenzi in the Department of Business Administration (Verona).
- Accademia dei KPI's (2013, 2012, 2011): sponsored by a private company (STEF – Milano), this project was coordinated by Prof. Gaudenzi in the Department of Business Administration (Verona), and received an award for the “Logistico dell’anno” (best logistics project of the year) from Assologistica (the Italian logistics association).
- Risk and Returns in Supply Chains (2010): sponsored by private companies, this project is coordinated by Prof. Gaudenzi in the Department of Business Administration (Verona).
- Participation in the Working group UNEP-FI - United Nations Environment Programme – Finance Initiative (2008).

Since 2006, she is member of the ISCRIM network (Supply Chain Risk Management Network) and Italian representative of the United Nations Environment Programme – Finance Initiative.

Since 2005, she is member of the UNI Working Group (Ente Nazionale Italiano di Unificazione) in the “Gruppo di Lavoro sulla Terminologia del Rischio” (working group on the Risk Management terminology).

Referee for the following journals

Journal of Purchasing and Supply Management, International Journal of Logistics Management, Supply Chain Management: an International Journal, Management Decision, Administrative Sciences, Mercati e Competitività, Sinergie Journal, Gika Conference.

Membership in Academics and professional associations

Società Italiana di Marketing (SIM), Società Italiana di Management (SIMA), IPSERA, Council of Supply Chain Management Professional (CSCMP).

Editorial Advisory board/committee and co-track chairs

Gika conference, Food and Beverage Forum, Istituto Italiano di Ricerca (IIR).

Teaching

- Courses at the University of Verona: Marketing, Risk Management (in English), International Business

- Logistics & Marketing (in English), Supply Chain.
- Ph.D. programm at the University of Verona: Supply Chain
- She also regularly teaches in MBA programmes of several universities.

Selected Publications

Referred articles:

- Qazi, Abroon; Dickson, Alex; Quigley, John; Gaudenzi, Barbara (2018), Supply chain risk network management: A Bayesian Belief Network and expected utility based approach for managing supply chain risks, INTERNATIONAL JOURNAL OF PRODUCTION ECONOMICS, Vol. 196, pp. 24-42, ISSN 0925-5273.
- Gaudenzi Barbara, Zsidisin George Andrew, Hartley Janet Lea, Kaufmann Lutz (2017). An exploration of factors influencing the choice of commodity price risk mitigation strategies. JOURNAL OF PURCHASING & SUPPLY MANAGEMENT, vol. in stampa, p. 1-20, ISSN: 1478-4092, doi: 10.1016/j.pursup.2017.01.004.
- Gaudenzi Barbara, Siciliano Giorgia (2017). Just do it. Managing IT and Cyber Risks to Protect the Value Creation, JOURNAL OF PROMOTION MANAGEMENT, Vol 23 (3), pp. 1.14, ISSN: 1540-7594.
- Gaudenzi Barbara, Christopher Martin (2016). Achieving supply chain 'Leagility' through a project management orientation. INTERNATIONAL JOURNAL OF LOGISTICS, vol. 19, p. 3-18, ISSN: 1367-5567, doi: 10.1080/13675567.2015.1073234.
- Gaudenzi Barbara, Buccioli Alessandro (2016). Jet Fuel Price Variations and Market Value: A Focus on Low-Cost and Regular Airline Companies. JOURNAL OF BUSINESS ECONOMICS AND MANAGEMENT, vol. 17, p. 977-991, ISSN: 1611-1699, doi: 10.3846/16111699.2016.1209784.
- Qazi A., Gaudenzi B. (2016), Supply chain risk management: creating an agenda for future research, INTERNATIONAL JOURNAL OF SUPPLY CHAIN AND OPERATIONS RESILIENCE, Vol. 2 (1), pp. 12-49, ISSN: 2052-868X.
- Gaudenzi Barbara, Confente Ilenia, Christopher Martin (2015). Managing Reputational Risk: Insights from an European Survey. CORPORATE REPUTATION REVIEW, vol. 18, p. 248-260, ISSN: 1363-3589, doi: 10.1057/crr.2015.21.
- Christopher Martin, Gaudenzi Barbara (2015). Managing risks in sustainable supply chains. SINERGIE, vol. 33, p. 57-74, ISSN: 0393-5108, doi: 10.7433/s96.2015.04.
- Christopher M., Gaudenzi B. Exploiting knowledge across networks through reputation management, Industrial marketing management, 2009, vol. 38, pp. 191-197.
- Gaudenzi B., Borghesi A., Managing risks in the supply chain using the AHP method, International Journal of Logistics Management, 2006, Vol. 17, N. 1, pp. 114- 136.
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Books:

- Zsidisin George A.; Hartley Janet L.; Gaudenzi Barbara; Kaufmann Lutz (2017) Managing commodity price risk: a supply chain perspective (second edition). New York (USA):Business Expert Press, ISBN: 9781631570636.
- Gaudenzi Barbara, Zsidisin George A., Harley Janet L., Kaufmann Lutz (2015). La gestione dei commodity price risk. p. 1-160, Milano:Franco Angeli, ISBN: 978-88-917-0795-6.

Book chapters/international conferences:

- Gaudenzi Barbara, Siciliano Giorgia (2016). IT and Cyber Security In The Upstream Supply Chain. 25th Annual IPSERA Conference 2016 - From efficiency to effectiveness in an integrated Supply Chain Management. Dortmund (Germany) 20-23 March 2016. IRIS: 11562/959787.

- Gaudenzi Barbara, Siciliano Giorgia (2016). The Impact of IT and Cyber Operational Risks on Supply Chains: the Role of Resilience. XIII Conference of the Italian Chapter of AIS ICT and innovation: a step forward to a global society, 7-8 October 2016, IRIS: 11562/959974.
- Gaudenzi Barbara, Siciliano Giorgia (2016). Just do it. Managing IT and cyber risks to create value. In: GIKA (Global Innovation and Knowledge Academy) 2016. p. 1-23, ISBN: 978-84-608-3840-1, Valencia, 20-23 marzo 2016.
- Qazi Abroon, Quigley John, Dickson Alex, Gaudenzi Barbara, Ekici Şule Önsel (2016). Evaluation of control strategies for managing supply chain risks using Bayesian Belief Networks. In: Industrial Engineering and Systems Management. p. 1146-1154, Institute of Electrical and Electronics Engineers Inc., ISBN: 978-296005326-5, Seville, Spain, 21 - 23 October 2015, doi: 10.1109/IESM.2015.7380298.
- Qazi Abroon, Quigley John, Dickson Alex, Gaudenzi Barbara, Ekici Şule Önsel (2016). Cost and benefit analysis of supplier risk mitigation in an aerospace Supply chain. In: Industrial Engineering and Systems Management. p. 850-857, Institute of Electrical and Electronics Engineers Inc., ISBN: 978-296005326-5, Seville, Spain, 21 - 23 October 2015, doi: 10.1109/IESM.2015.7380255.
- Russo I., Gaudenzi B., Confente I., Borghesi A. (2015). Logistics service quality: searching for new drivers of 3PL customers' satisfaction. In: (a cura di): Zhenji ZhangZuoJun Max ShenJuliang ZhangRunTong Zhang, Proceedings of 4th International Conference on Logistics, Informatics and Service Science. p. 383-387, Springer Berlin Heidelberg, ISBN: 978-3-662- 43870-1, doi: 10.1007/978-3-662-43871-8_56.
- Qazi Abroon, Quigley John, Dickson Alex, Gaudenzi Barbara (2015). A New Modelling Approach of Evaluating Preventive and Reactive Strategies for Mitigating Supply Chain Risks. In: (a cura di): Francesco Cormann Stefan Voß Rudy R. Negenborn, Computational Logistics. p. 569-585, Springer International Publishing Switzerland, ISBN: 978-3-319-24263-7, doi: 10.1007/978-3-319-24264-4_39.
- Russo Ivan, Gaudenzi Barbara, Confente Ilenia, Borghesi Antonio (2015). Order Placement And Distribution: Their Impact On Satisfaction And Word Of Mouth. In: 8th Annual Conference of the EuroMed Academy of Business Innovation, Entrepreneurship and Sustainable Value Chain in a Dynamic Environment. vol. 1, p. 2147-2480, ISBN: 978-9963-711-37-6, University of Verona, September 16-18, 2015.
- Gaudenzi Barbara, Confente Ilenia, Manuj Ila (2015). HOW MANAGERS PERCEIVE AND ASSESS SUPPLY CHAIN RISKS? EMPIRICAL RESULTS FROM A SAMPLE OF EUROPEAN ORGANIZATIONS. In: 8th Annual Conference of the EuroMed - Academy of Business Innovation, Entrepreneurship and Sustainable Value Chain in a Dynamic Environment. vol. 1, p. 705-717, ISBN: 978-9963-711-37-6, Verona, September 16-18, 2015.
- Zsidisin G.A., Gaudenzi B., Hartley J.L., Kaufmann L. (2015). Understanding Commodity Price Volatility Mitigation from Transaction Cost Economics: Preliminary Results. In: PREPARING FOR NEW COMPETITIVE CHALLENGES. p. 41-49, IPSERA, ISBN: 978-90-823707-0-6, Amsterdam, VU University, MARCH 29 – APRIL 1, 2015.

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