

LORENZO BRUNO PRATAVIERA – CURRICULUM VITAE

Informazioni personali

Nome	Lorenzo Bruno Prativiera
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Posizione	Assistant Professor (Ricercatore Tenure-Track) presso il Dipartimento di Management – Università di Verona
Sintesi	Lorenzo Bruno Prativiera è Ricercatore Tenure-Track in Logistica e Supply Chain Management presso il Dipartimento di Management dell'Università di Verona. Ha conseguito un dottorato di ricerca in Management, Economia e Ingegneria Industriale presso il Politecnico di Milano (Italia). Prima di trasferirsi a Verona nell'ottobre 2024, è stato Senior Lecturer in Logistica e Supply Chain Management presso Cranfield School of Management (UK), dove ha ricoperto anche il ruolo di Vicedirettore del Corso di Laurea Magistrale in Logistica e Supply Chain Management. Insegna e svolge attività di ricerca sulla logistica e la gestione della supply chain dal maggio 2016. Da settembre 2018 a febbraio 2019 è stato Visiting PhD student presso l'Università di Lund (Svezia). I suoi principali interessi di ricerca riguardano la progettazione delle supply chain globali e la sostenibilità della supply chain.

Attività accademica

	<i>Ottobre 2024 – oggi</i>
Assistant Professor in Logistica e Supply Chain Management	presso Dipartimento di Management, Università di Verona
	<i>Aprile 2024 – Settembre 2024</i>
Senior Lecturer in Logistica e Supply Chain Management	presso Cranfield School of Management, Cranfield University (UK)
	<i>Febbraio 2022 – Settembre 2024</i>
Vicedirettore del Corso di Laurea Magistrale in Logistica e Supply Chain Management	presso Cranfield School of Management, Cranfield University (UK)
	<i>Settembre 2021 – Marzo 2024</i>
Lecturer in Logistica e Supply Chain Management	presso Cranfield School of Management, Cranfield University (UK)
	<i>Febbraio 2020 – Agosto 2021</i>
Assegnista di ricerca (Ricercatore postdoc)	presso il Dipartimento di Ingegneria Gestionale - Politecnico di Milano
	<i>Novembre 2016 – Febbraio 2020</i>
PhD student	presso il Dipartimento di Ingegneria Gestionale - Politecnico di Milano
	<i>Settembre 2018 – Febbraio 2019</i>
Visiting PhD student	presso Department of Engineering Logistics, Lund University (Sweden)
Supervisor:	Prof. Andreas Norrman

Formazione e qualifiche

Qualifiche		<i>Ottobre 2016 – Febbraio 2020</i>
	PhD in Ingegneria Gestionale - Politecnico di Milano	
	Titolo della tesi: “Towards a new approach for Global Distribution Network Design: the integration of logistics and fiscal issues”	
		<i>Ottobre 2013 – Aprile 2016</i>
	Laurea Magistrale in Ingegneria Gestionale - Politecnico di Milano	
	Titolo della tesi “Logistics strategies supporting internationalization processes: identification of alternatives and development of a Total Cost Analysis” Voto: 110 <i>cum laude</i> /110	
		<i>Settembre 2010 – Settembre 2013</i>
	Laurea in Ingegneria Gestionale - Politecnico di Milano	
	Voto: 102/110	
		<i>Dicembre 2016 – Novembre 2017</i>
	Master Program “Supply Chain Management - Logistica Distributiva” (Logistics) at GSOM – POLIMI Graduate School of Management	
		<i>Settembre 2023 - oggi</i>
	Fellow of the Higher Education Academy (FHEA) – UK	
		<i>Gennaio 2023 - oggi</i>
	Membro del Chartered Institute for Logistics and Transport (MILT, CILT UK)	

Attività di ricerca

Aree di ricerca	▪ Global supply chain design ○ Postponement strategies ○ Tariff engineering and customs planning ○ Cross-functional integration ▪ Supply chain sustainability ▪ Supply chain collaboration (focus on FMCG and grocery supply chains) ▪ Supply chain resilience (focus on FMCG and grocery supply chains) ▪ Logistics outsourcing
Attività di referaggio	<i>June 2020 - ongoing</i> ▪ Member of the Editorial Review Board (ERB) and Reviewer for <i>International Journal of Physical Distribution and Logistics Management</i> (ABS 2) ▪ Reviewer for <i>Journal of Operations Management</i> (ABS 4*) ▪ Reviewer for <i>International Journal of Operations and Production Management</i> (ABS 4) ▪ Reviewer for <i>Journal of Business Logistics</i> (ABS 3) ▪ Reviewer for <i>Transportation Research: Part E</i> (ABS 3) ▪ Reviewer for <i>Journal of Purchasing and Supply Management</i> (ABS 3) ▪ Reviewer for <i>Industrial Marketing Management</i> (ABS 2) ▪ Reviewer for <i>International Journal of Logistics Management</i> (ABS 1) ▪ Reviewer for <i>International Journal of Logistics: Research and Applications</i> (ABS 1) ▪ Reviewer for <i>Corporate Social Responsibility and Environmental Management</i> (ABS 1)

Premie
riconoscimenti

- Outstanding Reviewer Award 2024 from *International Journal of Physical Distribution and Logistics Management*
- Impact Award - 27th LRN (Logistics Research Network) Conference, 7th-9th September 2022, Birmingham (UK)
- Certificate of Merit - 28th Summer School "Francesco Turco", 06th-08th September 2023, Genoa (Italy)

Lista delle pubblicazioni

Riviste
internazionali

- [1] Liao, Z., Pratavia, L. B., Ghadge, A., & Abushaikh, I. (2025), "A sustainable supply chain finance ecosystem: A review and conceptual framework", *International Journal of Production Economics*, 109676. <https://doi.org/10.1016/j.iipe.2025.109676>
- [2] Jazairy, A., Pohjosenpera, T., Pratavia, L.B., Juntunen, J., (2025), "Revisiting the gap between academia and practice: Insights from the green logistics phenomenon", *International Journal of Physical Distribution and Logistics Management*, 55(4): 341-360. DOI: <https://doi.org/10.1108/IJPDLM-12-2023-0497>.
- [3] Pratavia, L.B., Jazairy, A., Abushaikh, I., (2024), "Navigating the Intersection between Postponement Strategies and Additive Manufacturing: Insights and Research Agenda", *International Journal of Production Research*. <https://doi.org/10.1080/00207543.2024.2425785>
- [4] Herold, D., Pratavia, L.B., De Souza, K., (2024), "Identifying the exaptation potential of supply chain resilience capabilities during Covid-19: insights from Australia", *Production and Manufacturing Research*, published online on 19/05/2024. DOI: <https://doi.org/10.1080/21693277.2024.2356765>
- [5] Pratavia, L.B., and Norrman, A. (2024), "Who changes what, when & where? Elaborating postponement when integrating hardware and software objects in global supply chains", *International Journal of Physical Distribution and Logistics Management* 54(4): 355-391. DOI: <https://doi.org/10.1108/IJPDLM-06-2023-0222>.
- [6] Herold, D., Pratavia, L.B., Nowicka, K. (2024), "From exploitation and exploration to exaptation? A logistics service provider (LSP) perspective on building supply chain resilience capabilities during disruptions", *International Journal of Logistics Management* 36(1): 68-88. DOI: <https://www.emerald.com/insight/content/doi/10.1108/IJLM-02-2023-0077/full/html>.
- [7] Ekren, B.Y., Perotti, S., Foresti, L., and Pratavia, L.B. (2024), "Enhancing E-Grocery Order Fulfillment: Improving Product Availability, Cost, and Emissions in Last-Mile Delivery", *Electronic Commerce Research* (published on 30/01/2024). <https://link.springer.com/article/10.1007/s10660-023-09799-x>.
- [8] Pratavia, L.B., Creazza, A. and Perotti, S. (2024), "A Call to Action: A Stakeholder's Perspective on Operationalizing Green Logistics", *International Journal of Logistics Management* 35(3): 979-1008. DOI: <https://www.emerald.com/insight/content/doi/10.1108/IJLM-09-2022-0381/full/html>.
- [9] Pratavia, L.B., Creazza, A., Perotti, S., and Sanchez Rodrigues, V. (2023), "How to align logistics environmental sustainability with corporate strategy? An Italian perspective", *International Journal of Logistics: Research and Applications*, published online on 02/07/2023. DOI: <https://www.tandfonline.com/doi/full/10.1080/13675567.2023.2230916>.
- [10] Norrman A. and Pratavia, L.B. (2023), "Revisiting postponement: The importance of cross-functional integration to understand tax implications in global supply chains", *Journal of Business Logistics* 44(4): 693-718.

- [11] Pratavia, L.B., Creazza, A., Melacini M. and Dallari, F. (2023), "How can logistics service providers foster supply chain collaboration in logistics triads? Insights from the Italian grocery industry", *Supply Chain Management: an International Journal* 28(2): 242-261.
- [12] Pratavia, L.B. and Melacini, M. (2023), "Designing global trade and logistics channels: a focus on the Chinese food and beverage market", *International Journal of Logistics Systems and Management* 44(2): 198-225.
- [13] Pratavia, L.B., Bosio D., and Koliousis, Y. (2023) "Can we increase the granularity in understanding global value chains? A systematic literature review based integration of academic and practice perspectives to enhance future developments", accepted for publication at *Global Business and Economics Review* (24/01/2023).
- [14] Carissimi, M.C., Pratavia, L.B., Creazza, A., Melacini M., and Dallari, F. (2023), "Blurred lines: the timeline of supply chain resilience strategies in the grocery industry in the time of Covid-19", *Operations Management Research* 16 (1): 80-98.
- [15] Pratavia, L.B., Norrman, A. and Melacini, M. (2022), "Global distribution network design: exploration of facility location driven by tax considerations and related cross-country implications", *International Journal of Logistics Research and Applications* 25(7): 1067-1090.
- [16] Pratavia, L.B., Moretti, E. and Tappia, E. (2022), "Coping with the postponement boundary problem: an empirical investigation in global food supply chains", *The International Journal of Logistics Management* 33(2): 687-711.
- [17] Pratavia, L.B., Creazza, A., Melacini M. and Dallari, F. (2022), "Heading for tomorrow: resilience strategies for the post Covid-19 grocery supply chains", *Sustainability (Switzerland)* 14(4): 1942. DOI: <https://doi.org/10.3390/su14041942>.
- [18] Perotti, S., Pratavia, L.B. and Melacini, M. (2022), "Assessing the environmental impact of logistics sites through CO₂e footprint computation", *Business Strategy and the Environment* 31(4): 1679-1694.
- [19] Pratavia, L.B., Perotti, S., Tappia, E. and Perego, A. (2021), "Estimating the national logistics outsourcing market size: A multi-method approach and an application to the Italian context", *International Journal of Physical Distribution and Logistics Management* 51(7): 764-784.
- [20] Pratavia, L.B., Perotti, S., Melacini, M. and Moretti, E. (2020), "Postponement Strategies for Global Downstream Supply Chains: A Conceptual Framework", *Journal of Business Logistics* 41(2): 94-110.
- Capitoli di libro [1] Napoleone, A. and Pratavia, L.B. (2020), "Reconfigurable Manufacturing: Lesson Learnt from the COVID-19 Outbreak". In: Lalic B., Majstorovic V., Marjanovic U., von Cieminski G., Romero D. (eds) *Advances in Production Management Systems. The Path to Digital Transformation and Innovation of Production Management Systems. APMS 2020. IFIP Advances in Information and Communication Technology*, vol. 591. Springer, Cham.
- Conferenze internazionali [1] Pratavia, L.B., Toniolo, S., Giuffrida, M., (2025), "PFAS, we have a problem: a tale of supply chain management crossing industrial ecology", *39th British Academy of Management (BAM) Conference, 01st-05th September 2025, Kent Business School (UK)*
- [2] Le, T., Pratavia, L.B., Skipworth, H., Ghadge, A., (2025), "Interorganizational Postponement through the Relational View: Balancing Environmental and Economic Sustainability", *20th European Research Seminar (ERS), 19th-20th June, Verona (Italy)*
- [3] Pratavia, L.B., Toniolo, S., Giuffrida, M., (2025), "Merging supply chain management and industrial ecology to eradicate PFAS from supply chains", *20th European Research Seminar (ERS), 19th-20th June, Verona (Italy)*
- [4] Pratavia, L.B., Russo, I., (2025), "Oh my, AI! What opportunities for third-party logistics service providers through Artificial Intelligence?", *Sinergie-SIMA Management Conference 2025 – "Tertiarization & sustainability. New challenges for management in the digital era", 12th-13th June 2025, Genova (Italy)*

- [5] Jazairy, A., Prativiera L.B., (2024), "Revisiting the premises of the relational view in buyer-supplier relationship studies: A review and future agenda", 24th European Operations Management Association (EurOMA) Conference, 01st-04th July 2024, Barcelona (Spain).
- [6] Prativiera, L.B., Jazairy, A., Abushaikha, I., (2024), "A brave new world for customization: exploring the impact of additive manufacturing on postponement strategies", 24th European Operations Management Association (EurOMA) Conference, 01st-04th July 2024, Barcelona (Spain).
- [7] Carissimi, M.C., Creazza, A., Prativiera, L.B. and Colicchia, C. (2023), "Supply chain resilience for small and medium enterprises: a Protection Motivation perspective for Italian firms", *Proceedings of the 28th Summer School "Francesco Turco"*, 06th-08th September 2023, Genoa (Italy).
- [8] Prativiera, L.B., Peron, M. and Skipworth, H. (2023), "Exploring the impact of additive manufacturing (AM) on postponement strategies", *18th European Research Seminar (ERS)*, 08th-09th June 2023, Barcelona (Spain).
- [9] Foresti, L., Perotti, S., Ekren, B.Y. and Prativiera L.B. (2022), "E-Grocery Challenges and a Solution Approach from Multi-objective Perspectives", Hybrid Global Joint Conference on Industrial Engineering and Its Application Areas, 29th-30th October 2022, Istanbul (Turkey).
- [10] Prativiera, L.B., Creazza, A. and Perotti, S. (2022), "How to integrate logistics environmental sustainability into corporate strategy? An Italian perspective", *27th Annual Logistics Research Network Conference*, 07th-9th September 2022, Birmingham (UK).
- [11] Prativiera, L.B. and Skipworth, H. (2022), "Exploring postponement to enhance supply chains environmental sustainability", *17th European Research Seminar (ERS)*, 20th-21st June 2022, Milan (Italy).
- [12] Carissimi, M.C., Prativiera, L.B., Creazza, A., Melacini M. and Dallari, F. (2022), "Blurred lines: the timeline of supply chain resilience strategies in the grocery industry in the time of Covid-19", *32nd Annual POMS-Conference*, 22nd-25th April 2022, Orlando (USA).
- [13] Prativiera, L.B., Carissimi, M.C., Creazza, A., Dallari, F. and Melacini, M. (2021), "Better agility better resilience: An investigation of the Italian grocery supply chain during the Covid-19 outbreak", *26th Annual Logistics Research Network Conference*, 08th-10th September 2021, Cardiff (UK).
- [14] Prativiera, L.B., Perotti, S. and Melacini, M. (2021), "Start-up-driven innovation for logistics: a classification framework", *Proceedings of the 26th Summer School "Francesco Turco"*, 08th-10th September 2021, Bergamo (Italy).
- [15] Prativiera, L.B., Moretti, E. and Tappia, E. (2021), "Coping with the postponement boundary problem: an empirical investigation in global food supply chains", *16th European Research Seminar (ERS)*, 10th-11th June 2021, Milan (Italy).
- [16] Melacini, M., Moretti, E., Perotti, S., Prativiera, L.B. and Tappia, E. (2019), "Evolution of Automated Guided Vehicles (AGVs) in the Logistics 4.0 landscape: a classification framework and empirical insights", *Proceedings of the 24th Summer School "Francesco Turco"*, 11th-13th September 2019, Brescia (Italy).
- [17] Prativiera, L.B., Perotti, S. and Melacini, M. (2019), "Market knowledge's impact on global trade channel design and logistics outsourcing: European companies targeting the Chinese food and beverage market", *28th IPSERA Conference*, 14th -17th April 2019, Milan (Italy).
- [18] Prativiera, L.B., Perotti, S., Tappia, E. and Fumero, F. (2018), "Integrating fiscal issues in global distribution network design", *Proceedings of the 23rd Summer School "Francesco Turco"*, 12th-14th September 2018, Palermo (Italy).
- [19] Melacini, M., Perotti, S., Prativiera, L.B. and Tappia, E. (2017), "Global supply chain network design: a literature review and research agenda", *Proceedings of the 22nd Annual Logistics Research Network Conference*, 6th-8th September 2017, Southampton (UK).

Riviste
nazionali

- [1] Pratavia, L.B. and Frosi, D. (2021), "Logistica Healthcare: alla (ri)scoperta di una rinnovata centralità?", Logistica, September 2021.
- [2] Dallari, F. and Pratavia, L.B. (2019), "Il processo di riordino ottimo per la filiera del largo consumo", Logistica, January 2019.
- [3] Pratavia, L.B. (2018), "Con l'automazione miglior servizio per la distribuzione B2B", Logistica, January 2018.
- [4] Pratavia, L.B. (2017), "Innovare attraverso l'automazione", Logistica, October 2017.
- [5] Pratavia, L.B. (2017), "La smart production entra in Marzotto", Logistica, September 2017.
- [6] Sassi, C. and Pratavia, L.B. (2016), "Mezzacorona: scelta flessibile per la logistica del vino", Logistica, June 2016.

Autorizzo il trattamento dei miei dati personali ai sensi della normativa sulla privacy italiana (d.lgs n. 196/03).