

CURRICULUM VITAE

Barbara Gaudenzi

Associate Professor

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Current Position

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

She is President of the Master program in 'Management delle Attività Sportive Innovative e Sostenibili', Department of Management, University of Verona (since 2023).

She is Director of RiskMaster - Master in Risk Management (www.riskmaster.it), Department of Management, University of Verona, since 2011.

She is Director of LogiMaster, Master in Supply Chain Management (www.logimaster.it), Department of Management, University of Verona, since 2012.

She is Director of Master in Gestione dei rischi in agricoltura (<https://www.corsi.univr.it/?ent=cs&id=1140>), Department of Management, University of Verona, since 2023.

She is Global Research Fellow at the University of Missouri – St. Louis (USA) in the 'Supply Chain Risk And Resilience Research Institute' (<https://www.umsl.edu/business/departments/scr3/index.html>), since 2020.

She obtained the "Abilitazione Scientifica Nazionale" for the position of full professor in Economia e Gestione delle Imprese - settore scientifico disciplinare SECS P/08 (July 2017).

She is currently involved in teaching and research projects for several organizations and institutions. She teaches in undergraduate Courses, Master Courses, MBA programs, and PhD courses in several cities in Italy and other countries.

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

- Marketing Management and Logistica (CdL in Economia Aziendale and Management, Department of Management)
- Resilience and Risk Management (CdLM in Economics & Data Analysis, Department of Economics)
- Supply Chain & Risk Management (CdLM in Governance delle Emergenze, Department of Law)
- Logistics, Operations and Supply Chain ((CdLM in Data Science, Department of Computer Science)
- Supply Chain (PhD Program in Economics and Management)
- Supplier management and Procurement (CdLM in Supply Chain Management)

She is member of the "Collegio dei docenti" of the PhD program in Accounting and Management (University of Verona – University of Udine).

She is member of the Research Commission of the Department of Management

She served as member of the Academic Senate at the University of Verona as representative of the Associate Professors in the macro-area of "Scienze giuridiche ed economiche" (2018-2021).

She served as vice-coordinator of the "Dottorato di Ricerca in Economia e Management", University of Verona (2018-2021).

Previous positions

- 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.
- In 2005 she became 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).
- She served as Italian representative of the United Nations Environment Programme – Finance Initiative (since 2004).

Research interests

Research interests are, in particular, in the following areas:

- Supply Chain Management, Supply Chain Resilience, Supply Chain Risk Management
- Resilience strategies
- Business to Business relationships

She is member of the editorial board of the "Journal of Purchasing and Supply Management" since 2024.

She is member of the editorial board of the "International Journal of Business Continuity and Risk Management" since 2017.

She is member of the review board of the “International Journal of Physical Distribution and Logistics Management Journal” since 2024.

She is member of the ISCRIM network (Supply Chain Risk Management Network) since 2004.

She served as guest editor of the special issue "Supply Chain Risk Management: approaches and tools for continuous improvement" for the TQM Journal (2020).

She serves as a reviewer for primary international journals in supply chain management and management science.

In 2024 she was invited by “Istituto della Enciclopedia Italiana Treccani” to contribute to the ‘Enciclopedia Italiana di Scienze, Lettere e Arti’, XI edition, with a paper that describes the word “Commodities”, that will be included in the encyclopedia for the first time (forthcoming in 2025).

Large part of the research has been developed within international research teams, particularly from North America and Europe. She widely published in leading international academic journals, such as: *Journal of Business Logistics*, *Supply Chain Management: an International Journal*, *International Journal of Production Economics*, *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*, and others.

She published handbooks with primary international publishers such as *Springer*, *J. Ross Publishing*, *Business Expert Press*, *Kogan Page*, *Palgrave Macmillan* 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

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

Scopus

<https://www.scopus.com/authid/detail.uri?authorId=26029807500>

Web page

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

Some selected research projects with Grants

Prof. Gaudenzi coordinates and is involved in research projects with private organizations and research institutions. A selection of the most relevant projects and grants is here reported.

- She obtained a grant from the Ministero della Ricerca - FONDO INTEGRATIVO SPECIALE PER LA RICERCA (FISR) for the research: "SCREAM: Quali misure di resilienza adottate nelle supply chain sono realmente efficaci per contrastare e contenere gli effetti delle pandemie sulle supply chain globali?". The research team was composed by prof. Barbara Gaudenzi and Prof. Roberta Pellegrino (Politecnico di Bari -Italy) (2022).
- She obtained a grant from Fondazione Cariverona (Italy) for the "Bando Ricerca e Sviluppo 2018", for a research project on the topic of "Cyber risk management e resilienza nelle operations: modelli di analisi del rischio, strategie di gestione e copertura assicurativa" (2018-2021).
- She participated in the Project sponsored by the Regione Veneto POR FESR Veneto 2014-2020, "RIR Smartland" (2020-2021).
- She participated in the Project sponsored by the Regione Veneto POR FESR Veneto 2014-2020, "REsilient LOGistics And supply chain Design (RELOAD): progettazione di una supply chain e di una logistica resiliente" (2020-2021).
- She obtained a grant from the CSCMP (Council of Supply Chain Management Professionals-USA) for a research project on the topic of "Supply Chain Approaches and Strategies for Mitigating Foreign Exchange (FX) Risk" (2019).
- She obtained a grant from the CAPS Research Institute (Arizona - USA) for a multi-year research project on the topic of "Managing commodity price volatility and risk in supply chain" (2012-2014). 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.
- She coordinated the project 'Valutazione attività di training' (2018-2019): sponsored by a private company (Volkswagen Group Italia), this project was coordinated by Prof. Gaudenzi in the Department of Business Administration (Verona).
- She coordinated the project 'Benchmark analysis in the toys industry' (2010-2016): sponsored by a private company (Globo spa - Verona), this project was coordinated by Prof. Gaudenzi in the Department of Business Administration (Verona).
- She coordinated the project '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).
- She coordinated the project '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).
- She coordinated the project '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).

- She coordinated the project '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).

Few selected publications

- Pellegrino Roberta, Gaudenzi Barbara, Qazi Abroon (2024), "Capturing key interdependences among supply chain disruptions and mitigation strategies to enhance firm performance", INTERNATIONAL JOURNAL OF QUALITY AND RELIABILITY, in press.
- Gaudenzi Barbara, Pellegrino Roberta, Confente Ilenia (2023). "Achieving supply chain resilience in an era of disruptions: a configuration approach of capacities and strategies". SUPPLY CHAIN MANAGEMENT: AN INTERNATIONAL JOURNAL. In press.
- Pellegrino Roberta, Gaudenzi Barbara, Zsidisin George (2023). "Mitigating foreign exchange risk exposure with supply chain flexibility: A real option analysis". JOURNAL OF BUSINESS LOGISTICS. In press.
- Qazi Abroon, Simsekler Mecit, Gaudenzi Barbara (2022). "Prioritizing Multidimensional Interdependent Factors Influencing COVID-19 Risk". RISK ANALYSIS, Vol. 42 , n. 1, pp. 143-161.
- Gaudenzi Barbara, Mola Lapo, Rossignoli Cecilia (2021). "Hitting or missing the target: Resources and capabilities for alternative e-commerce pathways in the fashion industry". INDUSTRIAL MARKETING MANAGEMENT, vol. 93 , 2021 , pp. 124-136.
- Gaudenzi Barbara, Confente Ilenia, Russo Ivan, (2021). "Logistics service quality and customer satisfaction in B2B relationships: a qualitative comparative analysis approach". THE TQM JOURNAL, vol. 33 , n. 1 , pp. 125-140.
- Gaudenzi Barbara, Zsidisin George, Pellegrino Roberta (2021). "Measuring the financial effects of mitigating commodity price volatility in supply chains". SUPPLY CHAIN MANAGEMENT, vol. 26 , n. 1, pp. 17-31.
- Chaudhuri Abroon, Gadge Abijeet, Gaudenzi Barbara, Dani Samir (2020). "A conceptual framework for improving effectiveness of risk management in supply networks". INTERNATIONAL JOURNAL OF LOGISTICS MANAGEMENT, vol. 31 , n. 1 , pp. 77-98.
- Gaudenzi Barbara, Qazi Abroon (2021). "Assessing project risks from a supply chain quality management (SCQM) perspective". INTERNATIONAL JOURNAL OF QUALITY AND RELIABILITY MANAGEMENT., Vol. 38 No. 4, pp. 908-931.
- Confente Ilenia, Siciliano Giorgia Giusi, Gaudenzi Barbara Eickhoff Matthias (2019). "Effects of data breaches from user-generated content: A corporate reputation analysis". EUROPEAN MANAGEMENT JOURNAL, Vol. 37, N. 4, pp. 492-504.
- De Salvo Maria, Capitello Roberta, Gaudenzi Barbara, Begalli Diego (2019). "Risk management strategies and residual risk perception in the wine industry: A spatial analysis in Northeast Italy". LAND USE POLICY, Vol. 83, pp. 47-62.
- 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 , 2018 , pp. 24-42.
- Gaudenzi Barbara, Zsidisin George Andrew, Hartley Janet Lea, Kaumann Lutz (2018). "An exploration of factors influencing the choice of commodity price risk mitigation strategies". JOURNAL OF PURCHASING & SUPPLY MANAGEMENT, Vol. 24, N. 3, pp. 218-237.
- Gaudenzi Barbara, Siciliano Giorgia (2017). "Just do it. Managing IT and Cyber Risks to Protect the Value Creation". JOURNAL OF PROMOTION MANAGEMENT, Vol. 23, N.3, pp. 372-385.
- Zsidisin George, Hartley Janet, Gaudenzi Barbara, Kaufmann Lutz. (2017). Managing commodity price risk: a supply chain perspective. Business Expert Press, New York. ISBN: 9781631570636.
- Gaudenzi Barbara, Bucciol 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, N. 6, pp. 977-991.

- Qazi Abroon, Gaudenzi Barbara (2016). "Supply chain risk management: creating an agenda for future research". INTERNATIONAL JOURNAL OF SUPPLY CHAIN AND OPERATIONS RESILIENCE, Vol. 2, N. 1, pp. 12-49.
- Gaudenzi Barbara, Christopher Martin (2016). "Achieving supply chain 'Leagility' through a project management orientation". INTERNATIONAL JOURNAL OF LOGISTICS RESEARCH AND APPLICATIONS, Vol. 19, N. 1, pp. 3-18.
- Gaudenzi Barbara, Confente Ilenia, Christopher Martin (2015). "Managing Reputational Risk: Insights from an European Survey". CORPORATE REPUTATION REVIEW, Vol. 18, N. 4, pp. 248-260.
- Cristopher Martin, Gaudenzi Barbara (2009). "Exploiting knowledge across networks through reputation management". INDUSTRIAL MARKETING MANAGEMENT, Vol. 38, N. 2, pp. 191-197.
- Gaudenzi Barbara, Borghesi Antonio (2006). "Managing risks in the supply chain using the AHP method". THE INTERNATIONAL JOURNAL OF LOGISTICS MANAGEMENT, Vol. 17, N. 1, pp. 114-136.