

LORENZO BRUNO PRATAVIERA – CURRICULUM VITAE

Personal information

Name	Lorenzo Bruno Prativiera
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Current position	Assistant Professor (Ricercatore Tenure-Track) at Department of Management - University of Verona
Short summary	<p>Lorenzo Bruno Prativiera is Assistant Professor in Logistics and Supply Chain Management at University of Verona. He holds a Ph.D. in Management, Economics, and Industrial Engineering from Politecnico di Milano (Italy). Before joining University of Verona in October 2024, he was Senior Lecturer in Logistics and Supply Chain Management at Cranfield School of Management, where he also served as Deputy Course Director for the Full-Time MSc in Logistics and Supply Chain Management. He has been lecturing and undertaking research on logistics and supply chain management since May 2016. From September 2018 to February 2019 he held a position as Guest Researcher at Lund University (Sweden).</p> <p>His main research interests concern global supply chain design and supply chain sustainability, taking a multidisciplinary attitude to go beyond logistics boundaries and enlarge the adopted perspective.</p>

Academic employment

	<i>Period: October 2024 – now</i>
Assistant Professor in Logistics and Supply Chain Management	at Department of Management, University of Verona
	<i>Period: April 2024 – September 2024</i>
Senior Lecturer in Logistics and Supply Chain Management	at Cranfield School of Management, Cranfield University
	<i>Period: February 2022 – September 2024</i>
Deputy Course Director of the Full-Time M.Sc. in Logistics and Supply Chain Management	at Cranfield School of Management, Cranfield University
	<i>Period: September 2021 – March 2024</i>
Lecturer in Logistics and Supply Chain Management	at Cranfield School of Management, Cranfield University
	<i>Period: February 2020 – August 2021</i>
Research Fellow (Postdoctoral researcher)	at the Department of Management, Economics and Industrial Engineering at Politecnico di Milano
	<i>Period: November 2016 – February 2020</i>
Research Fellow (PhD student)	at the Department of Management, Economics and Industrial Engineering at Politecnico di Milano
	<i>Period: September 2018 – February 2019</i>
Visiting PhD student	at Department of Engineering Logistics, Lund University
Supervisor:	Prof. Andreas Norrman

Education and qualifications

Qualifications	<i>Period: October 2016 – February 2020</i> PhD in Management, Economics and Industrial Engineering at Politecnico di Milano Title of the PhD Thesis: “Towards a new approach for Global Distribution Network Design: the integration of logistics and fiscal issues”
	<i>Period: October 2013 – April 2016</i> MSc degree in Management, Economics and Industrial Engineering at Politecnico di Milano Title of the Master Thesis: “Logistics strategies supporting internationalization processes: identification of alternatives and development of a Total Cost Analysis” Final mark: 110 <i>cum laude</i> /110
	<i>Period: September 2010 – September 2013</i> BSc degree in Management, Economics and Industrial Engineering at Politecnico di Milano Final mark: 102/110
	<i>Period: December 2016 – December 2017</i> Master Program “Supply Chain Management - Logistica Distributiva” (Logistics) at GSOM – POLIMI Graduate School of Management
	<i>Period: September 2023 – ongoing</i> Fellow of the Higher Education Academy (FHEA) – UK
	<i>Period: January 2023 – ongoing</i> Member of the Chartered Institute for Logistics and Transport (MILT, CILT UK)

Research activity

Research areas	<ul style="list-style-type: none">▪ Global supply chain design<ul style="list-style-type: none">○ Postponement strategies○ Tariff engineering and customs planning○ Cross-functional integration▪ Supply chain sustainability▪ Supply chain collaboration▪ Supply chain resilience▪ Logistics outsourcing
Review activity for academic journals	<i>June 2020 - ongoing</i> <ul style="list-style-type: none">▪ 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)

Awards

- 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)

List of publications

International indexed journals

- [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 Koliouisis, 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.
- Chapters in international books
- [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.
- International conferences
- [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 2025, 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 2025, 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).

Italian
journals

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

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