

Barbara Gaudenzi

Associate professor

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Settore scientifico disciplinare ECON-07/A Economia e Gestione delle imprese

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Academic Career

- 26 July 2017: Awarded the National Scientific Qualification (Abilitazione Scientifica Nazionale) for appointment as Full Professor.
- Since 2011: Associate Professor of Management (scientific disciplinary sector SECS-P/08) at the University of Verona, Department of Management.
- 2005 –2010: Assistant Professor / Researcher in Management (scientific disciplinary sector SECS-P/08) at the University of Verona, Department of Management.
- PhD in Management and Business Administration (17th cycle).

Main Institutional Appointments at the University of Verona

- Since 2023: Chair of the Academic Board of the Master's Degree Programme in Management of Innovative and Sustainable Sport Activities, whose establishment the candidate contributed to designing starting in 2022; University of Verona, Department of Management, Vicenza campus.
- Since 2024: Member of the University-wide Working Group for the development and design of the EDUNEXT Model for innovative teaching, University of Verona.
- Since 2013: Director of the First-Level Master's Programme LogiMaster (from 2025, Second-Level Master's Programme LogiMaster Plus), University of Verona, Department of Management.
- Since 2012: Director of the Advanced Professional Training and Continuing Education Programme in Risk Management (RiskMaster), University of Verona, Department of Management.
- Since 2023: Member of the Teaching Committee, Department of Management, University of Verona.

- Since 2021: Member of the Faculty Board of the PhD Programme in Accounting and Management, University of Verona and University of Udine.
- 2023: Director of the Advanced Professional Training and Continuing Education Programme in Agricultural Risk Management, University of Verona, Department of Management.
- 2018–2021: Deputy Coordinator of the PhD Programme in Economics and Management, University of Verona, Department of Economics and Department of Business Administration.
- 2018–2021: Member of the Academic Senate of the University of Verona, as Representative of Associate Professors for the macro-area Legal and Economic Sciences, including the Departments of Business Administration, Law, and Economics.
- 2018–2021: Member of the University Welfare Committee, University of Verona.
- 2020–2023: Member of the Quality Assurance (QA) Team for the Bachelor's Degree Programme in Business Administration and Management, Department of Management, University of Verona.
- 2016–2019: Member of the Quality Assurance (QA) Team for the Master's Degree Programme in Economics, Department of Economics, University of Verona.

Main International Institutional Appointments

- Since 2025: Associate Editor, International Journal of Logistics Management (ANVUR Class A; AJG 1).
- Since 2024: Member of the Editorial Board of the Journal of Purchasing and Supply Management (ANVUR Class A; AJG 3) and the International Journal of Physical Distribution and Logistics Management (ANVUR Class A; AJG 2).
- Since 2019: Member of the IPSERA Special Interest Group (SIG), Supply Chain Risk and Resilience.
- 2020–2024: Global Research Fellow, Center for Transportation Studies, University of Missouri–St. Louis (UMSL), USA.

Participation in External Committees

- 2025: External examiner for the PhD Programme of the University of Modena and Reggio Emilia, (38th cycle).
- 2025: Member of the selection committee for the recruitment of a senior executive at the Chamber of Commerce, Industry, Crafts and Agriculture of Verona.
- 2024: Member of the selection committee for a tenure-track assistant professor position at the University of Padua.
- 2023: External examiner for the PhD Programme of the University of Brescia, (35th cycle).
- 2023: Member of the selection committee for a RTDB fixed-term researcher position at the University of Verona.
- 2022: External examiner for the PhD Programme of the Copenhagen Business School (Denmark).

- 2016: Member of the admission committee for the PhD Programme in Economics and Management, University of Verona (32nd cycle).
- 2012: Member of the national examination board for the State Professional Qualification for Chartered Accountants and Accounting Experts (June–November session).

Teaching Activities

- Since 2005/2006: teaching activities in undergraduate and graduate programmes at the University of Verona, teaching courses in marketing, supply chain management, and risk management. Also delivers teaching activities in doctoral programmes and postgraduate courses at several Italian and international universities and professional institutions.
- Since 2022: Contributed to the design and development of the new Master's Degree Programme in Management of Innovative and Sustainable Sport Activities (SportIS), promoted by the Department of Management in partnership with the Department of Neurosciences, University of Verona, Vicenza campus.
- Since 2023: Chair of the Academic Board and Programme Director of SportIS.
- PhD Supervision: Supervisor of two doctoral dissertations:
 - o Dr Benedetta Baldi, "The Concept of Resilience in Supply Chain Management", 37th cycle, PhD in Accounting and Management, University of Verona and University of Udine.
 - o Dr Giorgia G. Siciliano, "Managing Cyber Risk and Cyber Resilience in Organizations and Supply Chains", 30th cycle, PhD in Economics and Management, University of Verona.

Contribution to the Design of Innovative Teaching

Since 2024: Member of the University Working Group for the development and design of the EDUNEXT Model of innovative teaching. From academic year 2025/2026, the SportIS programme—of which she is Chair—has been included in the EDUNEXT implementation. EDUNEXT Digital Education Hub is a network of 35 Italian universities and 5 Higher Education institutions, aimed at fostering significant innovation in educational design and teaching delivery.

At the University of Verona and within the SportIS programme, the EDUNEXT model has been implemented through a Blended Intensive teaching approach, with 50% online instruction, supported by advanced digital tools to integrate face-to-face and digital learning in a high-quality and innovative manner.

The educational structure is organized into multidisciplinary and modular Educational Clusters, awarding Open Badges that are nationally and internationally (European level) recognized and certifiable.

Evidence of the effectiveness of this innovative teaching model is provided by the 47% increase in student enrolment recorded in the first year of implementation of SportIS, including students from multiple Italian regions.

Scientific Research and Editorial Positioning

Research activities and publications primarily focus on supply chain management, supply chain risk management, and the integration of resilience and sustainability strategies, using both qualitative and quantitative methodological approaches.

The initial research trajectory focused on supply chain risk management, involving Italian, European, and North American firms, and employing qualitative methods and decision-making techniques based on risk interdependencies (Analytic Hierarchy Process, Interpretive Structural Modelling, Bayesian Belief Networks).

Subsequently, research addressed procurement management and strategies for managing critical risks—particularly commodity price volatility and exchange rate risk—using qualitative analysis and empirical investigations based on Real Options Valuation and Total Cost of Ownership approaches. Research then evolved towards supply chain resilience, adopting qualitative methodologies such as fuzzy-set Qualitative Comparative Analysis (fsQCA) and large-scale surveys of Italian, European, and North American firms, with data analyzed using Structural Equation Modelling (SEM and PLS-SEM).

This line of research was further extended to cyber resilience in supply chains, analyzed within samples of Italian firms through mixed qualitative and quantitative methods.

More recently, research has focused on the integration of resilience and sustainability strategies, examining perceptions and strategic approaches of Italian firms through qualitative and quantitative methodologies.

In parallel, research has addressed broader supply chain management themes, including lean–agile supply chains, supply chain project management, e-commerce development strategies, and the measurement of firm performance and reputation, through qualitative analyses of firms operating in various sectors—particularly automotive, fashion, and fast-moving consumer goods—across Italy, Europe, and North America.

Editorial placement of publications includes leading international journals such as:

Risk Analysis (AJG 4), International Journal of Production Economics (AJG 3), Journal of Purchasing and Supply Management (AJG 3), Industrial Marketing Management (AJG 3), Journal of Business Logistics (AJG 3), Supply Chain Management: An International Journal (AJG 3), Business Strategy and the Environment (AJG 3), Review of Managerial Science (AJG 3), International Journal of Quality and Reliability Management (AJG 2), European Management Journal (AJG 2), International Journal of Logistics Management (AJG 1), The Total Quality Management Journal (AJG 1), Land Use Policy (Scimago Q1), International Journal of Logistics Research and Applications (Scimago Q1), Journal of Promotion Management (Scimago Q2), Journal of Business Economics and Management (Scimago Q2), Corporate Reputation Review (Scimago Q2), as well as other journals indexed in Scopus.

Since 2005/2006, she has consistently presented research at international scientific conferences, coordinated structured international research groups, led commissioned research projects for qualified public and private institutions, and participated in multi-year funded research projects.

She serves on several scientific and editorial boards, is Associate Editor of an ANVUR Class A / AJG 1 journal, and has acted as Guest Editor for a special issue of an ANVUR Class A / AJG 1 journal.

Knowledge Transfer and Public Engagement

- 2025: Invited contribution to the Istituto della Enciclopedia Italiana Treccani for writing an article “Commodities”, a word included for the first time in the Enciclopedia Italiana di Scienze, Lettere e Arti (11th edition): Gaudenzi, B. (2025). “Commodities”, Treccani Encyclopedia, pp. 306–311.
- Since 2023: Member of the Circular Supply Chain Management Lab, LOOP Research Center, Department of Management, University of Verona. The Lab aims to explore, implement, and disseminate knowledge on innovative strategies and practices supporting circular business models along supply chains.
- 2006–2025: Participation in and organization of over 30 public engagement events; participation in television programmes; and interviews published in professional magazines and trade journals on topics related to management, supply chain management, and risk management.

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