

Ph.D. in Economics and Management
Elective course: Supply Chain Management
(Barbara Gaudenzi, University of Verona, Department of Business Administration)

The effective and efficient management of a supply chain is recognized as a priority for organizations, and both practitioners and academics should analyze when and how the management of the supply chain as a whole can represent a way for achieving the competitive advantage.

The goal of this course is three-fold: (1) to provide the main knowledge and key research topics about Supply Chain Management (SCM), (2) to analyze the main streams in the academic literature that focus on SCM, (3) to prepare students to do research and apply rigorous methodologies in SCM. From this perspective, the course aims at describing qualitative and quantitative research approaches in SCM to prepare students to do research and to publish in top academic journals.

The course combines lectures, case studies, literature reading and presentations. The application of different frameworks will be analyzed through industry examples with case studies, to be presented and discussed in the class with the scope to offer practical insights. Case studies will refer to different industries, supply chain's dimensions and countries, to provide an overview of key issues in global supply chains.

The Ph.D.'s course has moreover the following objectives:

- to offer an opportunity for students to develop a richer understanding of these topics;
- to provide a forum in which doctoral students will have an opportunity to dialogue with academic experts;
- to expose students to research policy, techniques, and approaches in SCM;
- to build a level of professionalism and awareness of issues, challenges, and opportunities in the global business community;
- to provide Ph.D. students with papers to be presented and discussed in the classroom.

Evaluation of attendants

The evaluation of Ph.D. students is based on:

- the presentation of a paper;
- the presentation of a literature review.

Syllabus content

1. Fundamentals in SCM

- Fundamentals of Logistics and SCM
- Research Opportunities in Logistics and SCM
- Research Methods for Logistics and SCM
- Qualitative approaches to SCM Research

2. Value creation and measurement systems

- Value Creation and Customer Satisfaction: definitions and measurement systems
- The value co-creation with the customer: the business-to-business perspective and the business-to-consumer perspective
- Trade off between cost and logistics management
- Implementation of Performance Measurement systems

3. Supply Chain Management

- Managing extended Supply Chains in turbulent and global environment
- Lean and agile Supply Chains
- Outsourcing decisions
- Approaches for increasing the resilience of supply chain processes

4. Managing risks in supply chains

- Managing vulnerability and risks in supply chains
- Business continuity and supply chain risk management
- Techniques and methods for managing risks in operations

Lecturer

Barbara Gaudenzi, Ph.D., is Associate professor in Marketing, Logistics and Risk Management at the University of Verona. She is also Director of LogiMaster and Director of the Post Graduated Course in Risk Management at the University of Verona (Italy). Other invited lecturers will be confirmed during the academic year.