



University of Naples Federico II
DIEG



University of Naples Parthenope
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University of Catania
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Institute for Service Industry
Research (IRAT)



21st Annual IPSERA Conference

*Purchasing & Supply Management
in a Changing World*

Naples, Italy, 1-4 April 2012



IPSERA 2012

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Dear IPSERA participants,

I'm honoured to have you in Naples for the 21st edition of the IPSERA annual conference. The conference is organised and hosted by the Department of Management Engineering of the University of Napoli Federico II in collaboration with other universities and research centres. Naples is hosting an IPSERA conference for the second time after the 1996 edition held in the beautiful island of Ischia in the gulf of Naples. Including the 2004 conference held in Catania, Italy has hosted IPSERA conferences for three times.

The Department of Management Engineering is part of the School of Engineering that this year is celebrating the 200 year anniversary since its foundation by Joaquin Murat who was the king of Naples during the French domination more than two centuries ago.

Therefore, this is an important year for our University that is one of the largest universities in Italy and one of the oldest in Europe.

The Naples' conference follows the conference we had last year in Maastricht. While the theme of last year focused on future challenges, the main theme of this year conference explores the changing conditions that purchasing and supply management have to face, i.e., the growing market globalisation and competition, new customer requirements, new social conditions, the economic recession, and the speed in technological innovation diffusion. All this changes impact on the design and management of the supply chain.

The main aim of the conference is to discuss, exchange and sharing ideas and knowledge on purchasing and supply management in an era of dramatic changes. I hope this conference will help you to understand more in depth the complex dynamics and phenomena characterising this difficult period.

On behalf of IPSERA, the University of Napoli Federico II, the University of Napoli Parthenope, IRAT-CNR, the University of Catania and the local organising committee, I wish you to enjoy the conference and our beautiful city.

EMILIO ESPOSITO
Conference Chair IPSERA 2012

Our deep gratitude goes to the Scientific Committee for the invaluable support given to the review process of papers, organisation of the Doctoral Workshop, and chairing sessions at the conference.

Alessandro Ancarani (*University of Catania*)

Luis Araujo (*Lancaster University*)

Rebecca Arkader (*Federal University of Rio de Janeiro*)

Ulli Arnold (*Universitaet Stuttgart*)

Bjorn Axelsson (*Stockholm School of Economics*)

Hannie Badenhorst-Weiss (*University of South Africa*)

Giuseppe Bruno (*University of Napoli Federico II*)

Guy Callender (*Curtin Business School*)

Richard Calvi (*IAE, Grenoble University*)

Phil Carter (*CAPS, Arizona State University*)

Gerard Chick (*CIPS*)

Attila Chikan (*Corvinus University of Budapest*)

Nicola Costantino (*Polytechnic of Bari*)

Paul Cousins (*Manchester Business School*)

Simon Croom (*University of San Diego*)

Luitzen de Boer (*Norwegian University of Science & Technology*)

Lisa Ellram (*Miami University*)

Emilio Esposito (*University of Napoli Federico II*)

Giovanni Esposito (*Ordine degli Ingegneri della Provincia di Napoli*)

Michael Essig (*Bundeswehr University of Munich*)

Pietro Evangelista (*IRAT-CNR*)

Cipriano Forza (*University of Padova*)

Christine Harland (*University of Bath*)

Susanne Hertz (*Jonkoping International Business School*)

Jens Hultman (*Lund University*)

Thomas Johnsen (*Audencia Nantes School of Management*)

Fraser Johnson (*University of Western Ontario*)

Dirk-Jan Kamann (*IAE University Pierre Mendes, Grenoble*)

Lutz Kaufmann (*WHU, Otto Beisheim School of Management*)

Louise Knight (*Aston University*)

Richard Lamming (*Manchester Business School*)

Michiel Leenders (*University of Western Ontario*)

Michael Lewis (*University of Bath*)

Corrado lo Storto (*University of Napoli Federico II*)

Chris Lonsdale (*Birmingham Business School*)

Paul Matthysens (*University of Antwerp*)

Alfonso Morvillo (*IRAT-CNR*)

Guido Nassimbeni (*University of Udine*)

Steven New (*University of Oxford*)

Renato Passaro (*University of Napoli Parthenope*)

Mario Raffa (*University of Napoli Federico II*)

John Ramsay (*Staffordshire University*)

Stefano Ronchi (*Polytechnic of Milano*)

Frank Rozemeijer (*University of Maastricht*)

Asta Salmi (*Aalto University, School of Economics*)

Holger Schiele (*University of Twente*)

Gianluca Spina (*Polytechnic of Milano*)

Edward Sweeney (*Dublin Institute of Technology*)

Wendy Tate (*University of Tennessee*)

Jan Telgen (*University of Twente*)

Wendy van der Walk (*Eindhoven University of Technology*)

Erik van Raaij (*Erasmus University of Rotterdam*)

Arjan van Weele (*Eindhoven University of Technology*)

Luigi Vinci (*Ordine degli Ingegneri della Provincia di Napoli*)

Veli Matti Virolainen (*Lappeenranta Business School*)

Beverly Wagner (*University of Strathclyde*)

Stephan Wagner (*Swiss Federal Institute of Technology*)

Helen Walker (*Cardiff University*)

Finn Wynstra (*Erasmus University Rotterdam*)

George Zsidisin (*Bowling Green State University*)

Gianluca Spina

Professor of Business Economics and Management

Politecnico di Milano

President of the Italian Association of Management Engineering

Advisory Board Member of the Journal of Operations Management



Claudio Pezzullo

Head of Aerostructure Procurement at Alenia Aermacchi



Conference General Program

21st

Sunday, April 1

9:30-16:20 **Doctoral Workshop**
19:30 **Welcome reception**

Monday, April 2

8:15 **Registration**
9:00-9:30 **Opening Plenary Session**
9:30-9:35 **break**
9:35-11:00 **CP Parallel Sessions C1**
11:00-11:30 **Coffee break**
11:30-12:10 **Plenary Keynote Speaker**
12:10-12:15 **break**
12:15-13:10 **WP Parallel Sessions W1**
13:10-14:10 **Lunch**
14:10-16:20 **CP Parallel Sessions C2**
16:20-16:45 **Coffee break**
16:45-18:10 **WP Parallel Sessions W2**
20:15-22:30 **"Pizza" Dinner**

Tuesday, April 3

9:00-10:25 **CP Parallel Sessions C3**
10:25-10:30 **break**
10:30-11:10 **Plenary Keynote Speaker**
11:10-11:40 **Coffee break**
11:40-13:05 **WP Parallel Sessions W3**
13:05-14:05 **Lunch**
14:05-15:30 **WP Parallel Sessions W4**
15:30-15:50 **Coffee break**
15:50-17:00 **Plenary Roundtable**
17:00-18:00 **IPSERA AGM**
19:00-20:15 **IFPSM Reunion drink**
20:15-23:45 **Conference Dinner**

Wednesday, April 4

9:30-10:25 **WP Parallel Sessions W5**
10:25-10:30 **break**
10:30-11:25 **WP Parallel Sessions W6**
11:25-11:50 **Coffee break**
11:50-13:00 **Closing Plenary Roundtable**

9.30	REGISTRATION - COFFEE		
10.00	Welcome and opening by Dr Erik van Raaij - Room "Aragonese"		
10.10	Masterclass "Successful Publishing in Purchasing & Supply Management: Research Methods and Strategies" taught by Prof. Jennifer Blackhurst, Associate Editor of the Journal of Purchasing & Supply Management		
11.00	BREAK		
	Room "Aragonese"	Room "Catalana"	Room "Sveva"
11.15	Huang Yu (Sunny) Sustainable supply chain <i>discussants</i> Prof. Pietro Evangelista Mieko Igarashi Carolin Grampp	Mohammad Eslami Knowledge integration in NPD <i>discussants</i> Prof. Stefano Ronchi Regien Sumo Eline Van Poucke	Marika Tuomela-Pyykkönen Procurement competencies <i>discussants</i> Prof. Alessandro Ancarani Jorieke Manders Minh-Hoang Tran
12.15	LUNCH		
13.30	Mieko Igarashi Green supplier selection <i>discussants</i> Prof. Jennifer Blackhurst Jury Gualandris Sari Viskari	Lisa Melander Collaborative NPD <i>discussants</i> Prof. Arjan van Weele Marika Tuomela-Pyykkönen Andrea Patrucco	PoonehIrani Supply chain culture <i>discussants</i> Prof. George Zsidisin Mohammad Eslami Nadine Kiratli
14.30	BREAK		
15.00	Jury Gualandris Sustainable supply networks <i>discussants</i> Prof. Helen Walker Huang Yu (Sunny) Jelle de Vries	Regien Sumo Performance-based contracts <i>discussants</i> Prof. Michael Essig Lisa Melander Anna Aminoff	Jorieke Manders Supply chain flexibility <i>discussants</i> Prof. Guido Nassimbeni PoonehIrani Minh-Hoang Tran
16.00	PANEL DISCUSSION AND CLOSING REMARKS - Room "Aragonese"		
16.20	END		
16.30-17.30	JPSM Board meeting		
18.30-20.30	Welcome reception and get-together		

9:35-11:00 SESSIONS C1: COMPETITIVE PAPERS

- C1.1 Room 1 Purchasing 1** Chair: _____
Orchestrating an external resource base: How management profiles vary between the different purchasing situations?
Aki Laiho
Savings Measurement for Capital Equipment Purchasing: Challenges and Conceptual Model
Daniel Maucher, Erik Hofmann
- C1.2 Room 2 Supply Network Management 1** Chair: _____
The Value of Spatial Proximity in Relationship Portfolio: A Case of Strategic Alignment
 Roberto Grandinetti, Raffaella Tabacco
Supply's strategic contribution is not the way it used to be
 Jean Nollet, André Tchokogué, Julien Robineau
- C1.3 Room 3 Purchasing and Sustainability 1** Chair: _____
An empirical analysis of German automotive suppliers
 Matthias Gehrsitz, Marjolein Caniels, Janjaap Semeijn
Procurement of Logistics Services and Sustainable Development in Europe: Fields of activity and empirical results
 Rudolf Large, Nikolai Kramer, Rahel Katharina Hartmann
- C1.4 Room 4 Decision Making & Communication** Chair: _____
Outsourcing Decisions - the case of parallel production
 Staffan Brege, Daniel Nordigården, Jakob Rehme, Helen Walker
Buyers and e-negotiations: which impact does the communication mode have on results, tactics and behaviour at the negotiation table?
 Wouter Faes, Gilbert Swinnen
- C1.5 Room 5 Attractiveness in SC Relationships** Chair: _____
Exploration of congruence in perceptions of buyer-supplier attraction - dyadic multiple case study
 Anna Aminoff, Kari Tanskanen
An overview of customer attractiveness: outcomes and antecedente
 Davide Luzzini, Andrea Patrucco, Stefano Ronchi
- C1.6 Room 6 Buyer-Supplier Relationships 1** Chair: _____
Supply chain collaboration: A dyadic study of buyer-supplier relationships
 Arjen Bout, Marjolein Caniels, Cees J. Gelderman
Uncertainty, supply risk management principles and the impact on supply risk management performance
 Petra Hoffmann, Holger Schiele, Koos J. Krabbendam

12:15-13:10 SESSIONS W: WORKING PAPERS

W1.1 Room 1 Purchasing 1

Governing Purchasing - the use of purchasing portfolio models in corporate multinationals in the Netherlands

Exploring the sourcing strategy in China in low volume, high complexity business: Evidences from the field

Chair: _____

Bert van der Stouwe, Onno Omta, Jacques Reijniers, Geoffrey Hagelaar

Paolo Barbieri, Isabella Vettolani

W1.2 Room 2 Green SCM 1

Improving Sustainability in Supply Chains: an SME Perspective

The impact of lean-green management on firm's performance - A literature review

Chair: _____

Osama Meqdadi, Thomas Johnsen, Rhona Johnsen, Joe Miemczyk

Alain Fercoq, Samir Lamouri, Valentina Carbone, Andrée-Anne Lemieux

W1.3 Room 3 Procurement 1

Apples and Oranges? An empirical study of ex ante cost and ex post problems in product versus service IT procurement

Terms of Procurement

Chair: _____

Finn Wynstra, Yajing Zhu, Gerrit Rooks, Chris Snijders

Guy Callender, Catherine Pardoe, Trevor Nongwa

W1.4 Room 4 Knowledge Management in PSM

Capturing supplier knowledge in new product development: the effects of trust

Knowledge integration with buyers in new product development - Taking a supplier perspective

Chair: _____

David T. Rosell, Nicolette Lakemond, S. Nazli Wasti

Mohammad H. Eslami, Nicolette Lakemond

W1.5 Room 5 Attractiveness in SC Relationships

Organizational antecedents of early purchasing involvement in new product development

Comparing Customer Involvement and Supplier Involvement: Theoretical elaboration and a comparative case study

Chair: _____

Holger Schiele, Bernd Zunk, Michael Song

Juho Ylimäki

W1.6 Room 6 Models and Methods for SM

A study on compatibilities in Operations Management: Just in time vs. high demand variability

Value based sourcing: Economic comparison of different offers using a multiple scenario model

Chair: _____

Thomas Bortolotti, Pamela Danese, Pietro Romano

Andreas Glas, Florian C. Kleemann, Michael Essig

14:10-16:20 SESSIONS C2: COMPETITIVE PAPERS

<p>C2.1 <i>Room 1</i> Globalisation</p>	<p><i>Factors affecting Global Supply Chain Design</i></p> <p><i>Captive or outsourcing offshoring? The performance implications of locations specific characteristics under different governance models</i></p> <p><i>Establishing successful supplier relationships with Chinese companies: The Chinese paradigm of Global Supply Relationship Management</i></p>	<p>Chair: _____</p> <p>Muhammad Abid, Lars Bengtsson, Mandar Dabhilkar, Roland Hellberg</p> <p>Federico Caniato, Stefano Elia, Davide Luzzini, Lucia Piscitello, Stefano Ronchi</p> <p>Mihalis Giannakis, Des Doran, Shanyin Chen</p>
<p>C2.2 <i>Room 2</i> Innovation in SCM</p>	<p><i>Supply's Organizational Roles and Responsibilities: A Canadian Perspective</i></p> <p><i>Sourcing technology from suppliers in new product development. Purchasing's role as a trouble shooter</i></p> <p><i>You can leave your head on! Voyeuristic versus exhibitionistic social media behavior in creating social capital among purchasing professionals</i></p>	<p>Chair: _____</p> <p>Fraser Johnson, Michiel Leenders, Amrou Awaysheh, Asad Shafiq</p> <p>Lisa Melander, Nicolette Lakemond</p> <p>Frank Rozemeijer, Lieven Quintens, Konstantin Kinast</p>
<p>C2.3 <i>Room 3</i> Models and Methods for SM</p>	<p><i>Inventory control systems to satisfy high service level requirements in a Supply Chain</i></p> <p><i>A unifying optimization model for cross-docking approach to improve supply chain performances</i></p> <p><i>Developing a scale for measuring the use of intuition in supplier selections</i></p>	<p>Chair: _____</p> <p>Giuseppe Bruno, Elena Costagliola</p> <p>Giuseppe Bruno, Ilaria Di Mattia, Andrea Genovese</p> <p>Lutz Kaufmann, Claudia M. Wagner, Matthias Ehrigott, Felix Reimann</p>
<p>C2.4 <i>Room 4</i> Public Procurement</p>	<p><i>A perspective of supplier relationships in the South African public procurement sector</i></p> <p><i>Public Procurement and Cohesion Policy</i></p> <p><i>The supply of the integrated water service in Italy: a benchmarking study of operating efficiency</i></p>	<p>Chair: _____</p> <p>Micheline J. Naude</p> <p>Györgyi Nyikos, Tátrai Tünde</p> <p>Corrado Io Storto</p>

C2.5 Room 5 Supply Chain Management 1

*Conceptual and Practical Barriers
Toward the Introduction of Supply Chain
Management in the Construction Sector*

*Competing for supplier resources:
an empirical study into firm resource
appropriation capabilities*

*Three is a crowd, but in which ways?:
Performance Based Contracting in Buyer-
Supplier-Customer Triads*

Chair: _____

Davide Aloini, Riccardo Dulmin,
Valeria Mininno, Simone Ponticelli

Niels Pulles, Jasper Veldman,
Holger Schiele

Finn Wynstra, Tim Robbe, Gerrit
Rooks, Regien Sumo, Hülya
Türksever, Wendy van der Valk

C2.6 Room 6 Value Chain Management

*Factors influencing supplier performance and
satisfaction in agro-commodity value chains*

*Competing with the negative cycle time of
working capital in ICT value network*

*Connection between working capital
management and profitability in the value
chain of automotive industry*

Chair: _____

Richard Glavee-Geo, Arnt Buvik

Lotta Lind, Miia Pirttilä, Sari Viskari,
Timo Kärri, Florian Schupp

Sari Viskari, Lotta Lind, Miia Pirttilä,
Timo Kärri, Florian Schupp

16:45-18:10 SESSIONS C4: WORKING PAPERS

W2.1 Room 1 Supply Network Management

*Supplier satisfaction with the process
of competitive tendering for business
services*

*Network Governance: Co-ordination
mechanisms, opportunities and
contradictions*

*Purchasing complexity in construction
material supplier network*

Chair: _____

Stephen Kelly

Tero Vuorinen, Tero Kurki

Mika Ojala, Tommi Mahlamäki

W2.2 Room 2 Green SCM 2

*Do they jump or are they pushed?
Influences on the adoption of supply
chain sustainability practices*

*Understanding power in sustainable supply
chain relationships*

*The implementation of green supply
management in Finnish firms*

Chair: _____

Donna Marshall, Vincent Hargaden,
Christina Dowling

Anne Touboulic, Daniel Chicksand,
Helen Walker

Katrina Lintukangas, Jukka
Hallikas, Anni-Kaisa Kähkönen

W2.3 Room 3 Procurement 2

The changing role of procurement contracts

Current State and Challenges in Procurement - A Danish Perspective

Procurement of customer service delivery in Telcos: A case study

Chair: _____

Sylvie Lacoste, Gwenaëlle Oruezabala

Morten Munkgaard Møller, Michael Klausen, John Johansen

Ananda Jeeva

W2.4 Room 4 Buyer-Supplier Relationships 1

Buyer-supplier opportunism: myth or reality?

Supplier Relationship Management - Anathema for Government Procurement?

A measurement instrument for supplier relationships

Chair: _____

John Ramsay, Stephen Kelly, Beverly Wagner

René Kling

JD Nel, JA Badenhorst-Weiss, IM Ambe

W2.5 Room 5 Attractiveness in SC Relationships

Customer attractiveness, supplier satisfaction, and preferred customer status: an empirical exploration of the concepts and their influence on firm's market performance

Why and how to become your suppliers' preferred customer. Linking contractor satisfaction, preferred customer status and maturity in managing supplier relationships in the Dutch construction industry

Exploring preferred customer status: results of a world café

Chair: _____

Niels Pulles, Holger Schiele, Jasper Veldman

Jeroen Bemelmans, Hans Voordijk, Bart Vos, Geert Dewulf

Holger Schiele, Lisa Hüttinger, Dennis Schröer

W2.6 Room 6 Purchasing and Sustainability

Organising for Sustainable Purchasing

The Relevance of Internal Coordination for the Implementation of Corporate Sustainability: Results from Multiple Case Studies

Sustainability in Purchasing and Supply Chain Management. A Systematic Literature Review

Chair: _____

Danielle Castagnoni, Robert Spencer, Florence Crespín-Mazet, Philippe Portier, Olivier Menuet

Lena Schneider, Carl Marcus Wallenburg

Anne Quarshie, Asta Salmi

9:00-10:25 SESSIONS C3: COMPETITIVE PAPERS

C3.1 Room 1 Purchasing 2

Chair: _____

Managing internal and external interfaces in purchasing and supply management: the resource allocation challenge

Sonja Saloranta, Riikka Kaipia

50 Years of Research on Organising the Purchasing Function: Status Quo and Suggestions for Future Research

Lena Schneider,
Carl Marcus Wallenburg

C3.2 Room 2 Supply Network Management 2

Chair: _____

Connected Service Triads. Supplier management in complex consumption services

Anne-Maria Holma

The relationship between internal and supplier integration: effects on product quality, cost efficiency and market performance

Suntichai Kotcharin, Steve Eldridge, James Freeman

C3.3 Room 3 Purchasing and Sustainability 2

Chair: _____

Diffusion of Sustainable Supply Chain Management A conceptual theory building approach

Valentina Carbone, Valérie Moatti,
Craig Wood

Sustainable supply chain management: the role of supply chain management investments and global sourcing

Ruggero Golini, Jury Gualandris,
Matteo Kalchschmidt

C3.4 Room 4 Buyer-Supplier Relationships 2

Chair: _____

Buyer-supplier-supplier Collaboration in New Product Development projects: An Exploratory Model

Melek Akin Ates, Guido Ianniello,
Jan van den Ende

A providers' perspective on supplier relationships in Performance-based Contracting

Florian Kleemann, Michael Essig

C3.5 Room 5 Supply Chain Management 2

Chair: _____

Supply Chain integration as a multi-dimensional concept and its impact on performance: A survey-based study

Pamela Danese, Thomas Bortolotti

Supply Chain Integration: A Contingency Approach

Boyana Petkova, Vaiva Petrikait,
Dirk-Jan F. Kamann

C3.6 Room 6 Human Resources in PSM

Chair: _____

Supply chain as an autopoietic system

Rainer Breite, Kaj U. Koskinen

Profiling Purchasing Skills by Purchase Type: A survey of buyers in Taiwan

Yi-Hsi Tu, Louise Knight

11:40-13:05 SESSIONS W3: WORKING PAPERS

<p>W3.1 Room 1 Purchasing 2</p>	<p><i>Purchasing centralization: drivers, change processes and impacts</i></p> <p><i>A Review of Methods Supporting Cost Reductions in Purchasing</i></p> <p><i>International and Hungarian trends in ethics of purchasing</i></p>	<p>Chair: _____</p> <p>Minh-Hoang Tran, Thomas Johnsen, Joe Miemczyk, Frantz Rowe, Thierry Sauvage</p> <p>Volkan Ünlü, Günther Schuh</p> <p>Gyöngyi Vörösmarty, Zsolt Matyusz</p>
<p>W3.2 Room 2 Green Logistics</p>	<p><i>Sustainable freight transport purchasing</i></p> <p><i>A case study investigation on purchasing green transport and logistics services</i></p> <p><i>The Design of an Emergency Logistics in Sustainable Eco Packaging at the Conceptual Design Phase: A Case Study in Hard Disk Drive Industry</i></p>	<p>Chair: _____</p> <p>Sara Rogerson, Dan Andersson, Mats I. Johansson</p> <p>Pietro Evangelista, Maria Hugel-Brodin, Karin Isaksson, Edward Sweeney</p> <p>Jeeranuch Buddeejeen, Athakorn Kengpol, Markku Tuominen</p>
<p>W3.3 Room 3 Procurement 3</p>	<p><i>The Role of Procurement in Supply Chain Management</i></p> <p><i>Evaluating Procurement Objects and Suppliers in Low-Cost Countries with a Focus on Quality</i></p> <p><i>Interpersonal Trust Determinants in Virtual Teams Planning Strategic Procurement in a Defence Organisation</i></p>	<p>Chair: _____</p> <p>Anil Ponweera</p> <p>Gisela Lanza, Stefan Ruhrmann</p> <p>Hector Gaete</p>
<p>W3.4 Room 4 Buyer-Supplier Relationships 2</p>	<p><i>Failures in collaborative design with suppliers: Literature review and future research avenues</i></p> <p><i>Supply Chain Collaboration under Uncertainty</i></p> <p><i>Two faced monster: The buyer – seller relation observed from two sides</i></p>	<p>Chair: _____</p> <p>Hélène Personnier, Marie-Anne Le Dain, Richard Calvi</p> <p>Saad Hasan, Claudia Eckert, Chris Earl</p> <p>Sicco C. Santema, Daniëla Verheul</p>

W3.5 Room 5 Innovation in SCM 1

Critical innovation attributes of user-specific medical devices. Key Stakeholders: Suppliers, Users and Managers

Performance-based contracting as an enabler of innovation

Supply management must become external resource management

Chair: _____

Hans Bax, Dirk-Jan Kamann

Regien Sumo, Wendy van der Valk, Arjan J. van Weele

Kari Tanskanen, Kari Iloranta, Aki Laiho, Riikka Kaipia, Sonja Saloranta

W3.6 Room 6 Human Resources in PSM

Key Characteristics of SME Procurement: An Empirical Study

Are supply chain managers risk averse? An exploratory analysis

Supplier's Sales Engineer as a Knowledge Worker

Chair: _____

Peter James, Mohammed Saad, Andrew Douglas, Wendy Phillips

Carmela Di Mauro, Francesco Mascali

Jarmila A. Kopecka, Sicco C. Santema, Erik Jan Hultink

14:05-15:30 SESSIONS W4: WORKING PAPERS

W4.1 Room 1 Managing Service SC

Sourcing of facility management services. A global strategy approach for manufacturing companies

The development of extended service models through business relationships: A Swedish trucking industry study

Development of maintenance in the nuclear industry - A study of service classification

Chair: _____

Jari Laine, Uma Jagadeesa

Susanne Hertz, Leif-Magnus Jensen, Henrik Agndal, Veronika Pereseina, Benedikte Borgström

Johan Larsson

W4.2 Room 2 Green SCM 3

Sustainability and green economy: strategies and relationships in the context of Weee reverse supply chain

Sustainability in Supply Chains: A Social Identity Approach

Introducing Corporate Social Responsibility in Purchasing: Proposition of a methodology

Chair: _____

Assunta Moccia, Renato Passaro, Antonio Thomas

Yu Huang, Mickey Howard, Fu Jia

Alexandre Tanneur, Richard Calvi

W4.3 Room 3 Procurement 4

Can the use of Price versus non-Price factors in the evaluation of tenders undermine the pursuit of Quality and Value?

Social Media for procurement professionals: is it on their radar?

How can semantic technology support a procurement early warning system?

Chair: _____

Martin Sykes

Frank Rozemeijer, Nadine Kiratli, Ruud Olthoff

Herbert V. Ruile, Pan Theo Grosse-Ruyken, Frank Seidl

W4.4 Room 4 Supply Risk Management

The Functions of Intermediaries in Global Supply Chain Risk Management - Findings from the Clothing Industry

Managing Price Risk in the Supply Chain

Supply Chain Risk Perceptions in Thailand

Chair: _____

Mette Vedel, Chris Ellegaard

Janet L. Hartley, George A. Zsidisin, Lutz Kaufmann

Montira Yingvilasprasert, Jyri Vilko, Ruth Banomyong

W4.5 Room 5 Innovation in SCM 2

E-Auctions Software: A Case Study of a Niche Provider in a 'Mature' Market

Improving innovation of fashion supply chain through sustainability

Open Innovation in a value chain perspective. Knowledge transfer across permeable boundaries

Chair: _____

Peter James, Alun Rafique, Nick Drewe

A. Moretto, L. Macchion, F. Caniato, P. Danese, M. Caridi, G. Spina, A. Vinelli, R. Cappellari, A. Sianesi

Mikael E. Malmgren, Matthew Copeland

W4.6 Room 6 Public Procurement 2

The Remedies Directive - An Understanding of its impact on public procurement - An Irish Case Study

How are environmental criteria dealt with in public procurement? - A database investigation in Norway

The Uses and Abuses of Public Procurement in Hungary

Chair: _____

Paul Davis, Michael Doherty, Emma McEvoy, Anthony Flynn, David Mc Kevitt

Mieko Igarashi, Luitzen de Boer, Ottar Michelsen, Annik Magerholm Fet

Tünde Tátrai, Györgyi Nyikos

9:30-10:25 SESSIONS W5: WORKING PAPERS

W5.1 Room 1 Purchasing 3

*Are Women the Better Purchasers?
Gender Impacts on the Negotiation
Process from a Purchasing Perspective*

Structural analysis of supply markets

Chair: _____

Ulli Arnold, Stefanie Opitz

Jennifer Kreysa, Günther Schuh

W5.2 Room 2 Public Procurement 1

*Policy goals and public procurement in
the EU: measuring the effect of policy
considerations on public procurement
output of European public authorities*

*From black and white to shades of grey:
public contracting and SME engagement*

Chair: _____

Michael Essig, Markus Amann, Thu
Ha Vu Thi

David McKeivitt, Anthony Flynn,
Paul Davis, Emma McEvoy

W5.3 Room 3 Aligning Sourcing & Business Strategy 1

*Strategy alignment in buyer-supplier
relations: a behavioural perspective*

*Controlling of strategy implementation
in purchasing and supply management.
A suggestion of suitable ratios*

Chair: _____

Alessandro Ancarani, Carmela
Di Mauro, Florian Schupp, Heiko
W hner

Nadine Hund, Florian Schupp

W5.4 Room 4 Globalisation

*The practice of international sourcing: a
comparative study of Italian and Brazilian
importers*

*Sourcing from low cost countries:
Organizing and governance perspectives*

Chair: _____

Bernardo Dantas, Rebecca
Arkader, Otavio Figueiredo

Mervi Vuori, Aki Laiho, Zhongbo
Fan

10:30-11:25 SESSIONS W6: WORKING PAPERS

- W6.1 Room 1 Purchasing 4** Chair: _____
Towards World Class Purchasing Performance: What Differentiates the Best from the Rest
Jukka Hallikas, Katrina Lintukangas, Anni-Kaisa Kahkonen, Veli-Matti Virolainen
Material cost reduction comprehensively - Cross-functional process approach
Günther Schuh, Volker Richters, Toni Drescher, Volkan Ünlü
- W6.2 Room 2 Green SCM 4** Chair: _____
Sustainable Hazardous Substances Management in the Supply Chain
Henk Veenvliet, Arjan J. van Weele, Wendy van der Valk
Sustainable Supply Chain Management in Food Industry. Case: German Organic Markets
Ulla Lehtinen
- W6.3 Room 3 Aligning Sourcing & Business Strategy 2** Chair: _____
Focus on Fairtrade: examining supply chain structures for Alternative Trading Organisations
Claire Moxham, Katri Karjalainen
Short Supply Chain Configurations in the Italian Food Industry
Federico Caniato, Luca Crippa, Ruggero Golini, Davide Luzzini
- W6.4 Room 4 Purchasing and Globalization** Chair: _____
International Purchasing Offices: literature review and research directions
Marco Sartor, Guido Orzes, Guido Nassimbeni, Fu Jia, Richard Lamming
From Point of the Sword to Point of Sale: the Dark Side of Procurement
Guy Callender



Evening Program

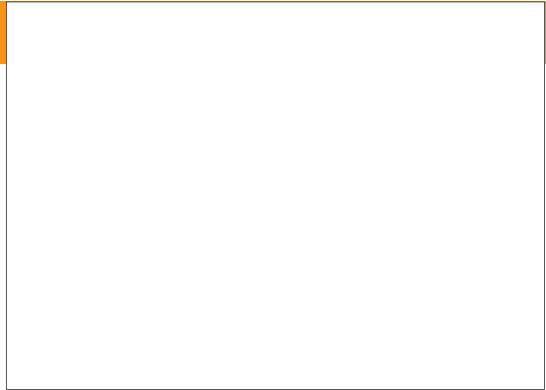
Sunday, April 1

19:00 - 22:00

The IPSERA welcome reception will take place at the Hotel Royal Continental that is located just few walks from the conference site.

ADDRESS

80121 Napoli - Via Partenope 38/44
Tel. +39 081.2452068



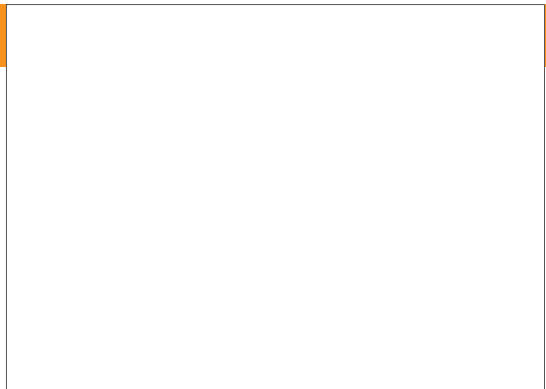
Monday, April 2

20:30

The conference participants will have a nice dinner at the Pizzeria Manicomio a typical Neapolitan restaurant where it will be possible to taste genuine pizza and other Mediterranean food in an informal and friendly environment.

ADDRESS

80121 Napoli - Via Alabardieri, 10
Tel. +39



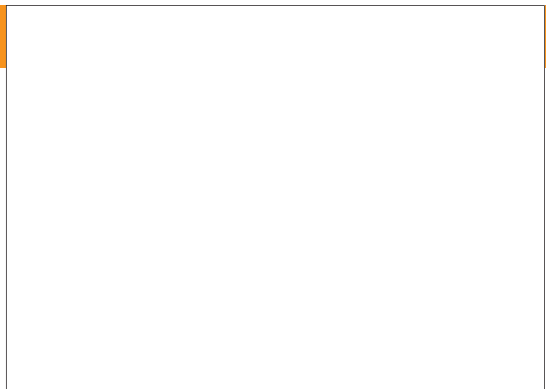
Tuesday, April 3

20:30

The conference dinner will be held at the Royal Continental Hotel.

ADDRESS

80121 Napoli - Via Partenope, 38/44
Tel. + 39 081.2452068



Wednesday, April 4

14:00

Immediately after the end of the conference it will be possible to visit the *Bourbon Tunnel*. It was designed 150 years ago by the king Ferdinand II of Bourbon to connect the Royal Palace with other places of the old town in order to allow the royal family to escape in case of riots.

ADDRESS

80132 Napoli - Vico del Grottone, 4
Tel. +39 081. 7645808



21st Mobility



Metropolitana



Funicolare



Metropolitana



Cumana

Organising Committee and Local Organising Committee

21st

Organising Committee

Alessandro Ancarani, *University of Catania*

Giuseppe Bruno, *University of Naples Federico II*

Emilio Esposito, *University of Naples Federico II (Conference Chair)*

Pietro Evangelista, *IRAT-CNR*

Corrado lo Storto, *University of Naples Federico II*

Alfonso Morvillo, *IRAT-CNR*

Renato Passaro, *University of Naples Parthenope (Co-Chair)*

Giovanni Pastore, *University of Naples Federico II (Project Manager)*

Mario Raffa, *University of Naples Federico II (Co-Chair)*

Local Organising Committee



Emilio Esposito



Pietro Evangelista



Giovanni Pastore



Floor Plan

3rd floor *Room D and E*

2nd floor *Room C*

1st floor *Aula Magna*

Ground floor *Room A and B*

www.ipsera2012.unina.it

University of Naples Federico II
Department of Management Engineering (DIEG)

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