21st Annual IPSERA Conference

Purchasing & Supply Management in a Changing World

Naples, Italy, 1-4 April 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 MatthysSENS (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)
Keynote Speakers

**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
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”


11.00 | BREAK

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<td>Huang Yu (Sunny)</td>
<td>Mohammad Eslami</td>
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### 9:35-11:00 SESSIONS C1: COMPETITIVE PAPERS

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<td>Purchasing 1</td>
<td>Aki Laiho</td>
<td>Orchestrating an external resource base: How management profiles vary between the different purchasing situations?</td>
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<td>Savings Measurement for Capital Equipment Purchasing: Challenges and Conceptual Model</td>
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<td>2</td>
<td>Supply Network Management 1</td>
<td>Roberto Grandinetti, Raffaella Tabacco</td>
<td>The Value of Spatial Proximity in Relationship Portfolio: A Case of Strategic Alignment</td>
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<td>Supply’s strategic contribution is not the way it used to be</td>
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<td>Purchasing and Sustainability 1</td>
<td>Matthias Gehrsitz, Marjolein Caniels, Janjaap Semeijn</td>
<td>An empirical analysis of German automotive suppliers</td>
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<td>Procurement of Logistics Services and Sustainable Development in Europe: Fields of activity and empirical results</td>
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<td>Decision Making &amp; Communication</td>
<td>Staffan Brege, Daniel Nordigården, Jakob Rehme, Helen Walker</td>
<td>Outsourcing Decisions - the case of parallel production</td>
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<td>Buyers and e-negotiations: which impact does the communication mode have on results, tactics and behaviour at the negotiation table?</td>
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<td>5</td>
<td>Attractiveness in SC Relationships</td>
<td>Anna Aminoff, Kari Tanskanen</td>
<td>Exploration of congruence in perceptions of buyer-supplier attraction - dyadic multiple case study</td>
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<td>An overview of customer attractiveness: outcomes and antecedents</td>
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<td>Buyer-Supplier Relationships 1</td>
<td>Arjen Bout, Marjolein Caniels, Cees J. Gelderman</td>
<td>Supply chain collaboration: A dyadic study of buyer-supplier relationships</td>
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<td>Uncertainty, supply risk management principles and the impact on supply risk management performance</td>
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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

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

Osama Meqdadi, Thomas Johnsen, Rhona Johnsen, Joe Miemczyk

Alain Fercoq, Samir Lamouri, Valentina Carbone, André-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

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

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

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

Thomas Bortolotti, Pamela Danese, Pietro Romano

Andreas Glas, Florian C. Kleemann, Michael Essig
14:10-16:20 SESSIONS C2: COMPETITIVE PAPERS

C2.1 Room 1 Globalisation

Factors affecting Global Supply Chain Design
Muhammad Abid, Lars Bengtsson, Mandar Dabhilkar, Roland Hellberg

Captive or outsourcing offshoring? The performance implications of locations specific characteristics under different governance models
Federico Caniato, Stefano Elia, Davide Luzzini, Lucia Piscitello, Stefano Ronchi

Establishing successful supplier relationships with Chinese companies: The Chinese paradigm of Global Supply Relationship Management
Mihalis Giannakis, Des Doran, Shanyin Chen

C2.2 Room 2 Innovation in SCM

Supply's Organizational Roles and Responsibilities: A Canadian Perspective
Fraser Johnson, Michiel Leenders, Amrou Awaysheh, Asad Shafiq

Sourcing technology from suppliers in new product development. Purchasing's role as a trouble shooter
Lisa Melander, Nicolette Lakemond

You can leave your head on! Voyeuristic versus exhibitionistic social media behavior in creating social capital among purchasing professionals
Frank Rozemeijer, Lieven Quintens, Konstantin Kinast

C2.3 Room 3 Models and Methods for SM

Inventory control systems to satisfy high service level requirements in a Supply Chain
Giuseppe Bruno, Elena Costagliola

A unifying optimization model for cross-docking approach to improve supply chain performances
Giuseppe Bruno, Ilaria Di Mattia, Andrea Genovese

Developing a scale for measuring the use of intuition in supplier selections
Lutz Kaufmann, Claudia M. Wagner, Matthias Ehrgott, Felix Reimann

C2.4 Room 4 Public Procurement

A perspective of supplier relationships in the South African public procurement sector
Micheline J. Naude

Public Procurement and Cohesion Policy
Györgyi Nyikos, Tátrai Tünde

The supply of the integrated water service in Italy: a benchmarking study of operating efficiency
Corrado Io Storto
C2.5 Room 5  Supply Chain Management 1

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

Chair: __________________
Davide Aloini, Riccardo Dulmin, Valeria Mininno, Simone Ponticelli

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

Niels Pulles, Jasper Veldman, Holger Schiele

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

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

C2.6 Room 6  Value Chain Management

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

Chair: __________________
Richard Glavee-Geo, Arnt Buvik

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

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

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

Sari Viskari, Lotta Lind, Mia 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

Chair: __________________
Stephen Kelly

Network Governance: Co-ordination mechanisms, opportunities and contradictions

Tero Vuorinen, Tero Kurki

Purchasing complexity in construction material supplier network

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

Chair: __________________
Donna Marshall, Vincent Hargaden, Christina Dowling

Understanding power in sustainable supply chain relationships

Anne Touboul, Daniel Chicksand, Helen Walker

The implementation of green supply management in Finnish firms

Katrina Lintukangas, Jukka Hallikas, Anni-Kaisa Kähkönen
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<td>Morten Munkgaard Møller, Michael Klausen, John Johansen</td>
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<td>Ananda Jeeva</td>
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<td>Supplier Relationship Management - Anathema for Government Procurement?</td>
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<td>A measurement instrument for supplier relationships</td>
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<td>JD Nel, JA Badenhorst-Weiss, IM Ambe</td>
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<td>Customer attractiveness, supplier satisfaction, and preferred customer status: an empirical exploration of the concepts and their influence on firm’s market performance</td>
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<td>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</td>
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<td>Exploring preferred customer status: results of a world café</td>
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<td>Chair:</td>
<td>Jeroen Bemelmans, Hans Voordijk, Bart Vos, Geert Dewulf</td>
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<td>Holger Schiele, Lisa Hüttinger, Dennis Schröer</td>
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<td>Organising for Sustainable Purchasing</td>
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<td>The Relevance of Internal Coordination for the Implementation of Corporate Sustainability: Results from Multiple Case Studies</td>
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<td>Sustainability in Purchasing and Supply Chain Management. A Systematic Literature Review</td>
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<td>Chair:</td>
<td>Danielle Castagnoni, Robert Spencer, Florence Crespin-Mazet, Philippe Portier, Olivier Menuet</td>
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<td>Lena Schneider, Carl Marcus Wallenburg</td>
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<td><em>Managing internal and external interfaces in purchasing and supply management: the resource allocation challenge</em></td>
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<td><em>50 Years of Research on Organising the Purchasing Function: Status Quo and Suggestions for Future Research</em></td>
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<td><em>The relationship between internal and supplier integration: effects on product quality, cost efficiency and market performance</em></td>
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<td><em>Diffusion of Sustainable Supply Chain Management A conceptual theory building approach</em></td>
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<td><em>Sustainable supply chain management: the role of supply chain management investments and global sourcing</em></td>
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<td><em>Buyer-supplier-supplier Collaboration in New Product Development projects: An Exploratory Model</em></td>
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<td><em>A providers’ perspective on supplier relationships in Performance-based Contracting</em></td>
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<td><em>Supply Chain integration as a multi-dimensional concept and its impact on performance: A survey-based study</em></td>
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<td><em>Supply Chain Integration: A Contingency Approach</em></td>
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<td><strong>Human Resources in PSM</strong></td>
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<td><em>Supply chain as an autopoietic system</em></td>
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<td><em>Profiling Purchasing Skills by Purchase Type: A survey of buyers in Taiwan</em></td>
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11:40-13:05 SESSIONS W3: WORKING PAPERS

W3.1 Room 1 Purchasing 2

Purchasing centralization: drivers, change processes and impacts
Minh-Hoang Tran, Thomas Johnsen, Joe Miemczyk, Frantz Rowe, Thierry Sauvage

A Review of Methods Supporting Cost Reductions in Purchasing
Volkan Ünlü, Günther Schuh

International and Hungarian trends in ethics of purchasing
Gyöngyi Vörösmarty, Zsolt Matyusz

Chair: ________________

W3.2 Room 2 Green Logistics

Sustainable freight transport purchasing
Sara Rogerson, Dan Andersson, Mats I. Johansson

A case study investigation on purchasing green transport and logistics services
Pietro Evangelista, Maria Huge-Brodin, Karin Isaksson, Edward Sweeney

The Design of an Emergency Logistics in Sustainable Eco Packaging at the Conceptual Design Phase: A Case Study in Hard Disk Drive Industry
Jeeranuch Buddeejeen, Athakorn Kengpol, Markku Tuominen

Chair: ________________

W3.3 Room 3 Procurement 3

The Role of Procurement in Supply Chain Management
Anil Ponweera

Evaluating Procurement Objects and Suppliers in Low-Cost Countries with a Focus on Quality
Gisela Lanza, Stefan Ruhrmann

Interpersonal Trust Determinants in Virtual Teams Planning Strategic Procurement in a Defence Organisation
Hector Gaete

Chair: ________________

W3.4 Room 4 Buyer-Supplier Relationships 2

Failures in collaborative design with suppliers: Literature review and future research avenues
Hélène Personnier, Marie-Anne Le Dain, Richard Calvi

Supply Chain Collaboration under Uncertainty
Saad Hasan, Claudia Eckert, Chris Earl

Two faced monster: The buyer – seller relation observed from two sides
Sicco C. Santema, Daniëla Verheul

Chair: ________________
W3.5  Room 5  Innovation in SCM 1

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

Chair: ________________

Hans Bax, Dirk-Jan Kamann

**Performance-based contracting as an enabler of innovation**

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

**Supply management must become external resource management**

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**

Chair: ________________

Peter James, Mohammed Saad, Andrew Douglas, Wendy Phillips

**Are supply chain managers risk averse? An exploratory analysis**

Carmela Di Mauro, Francesco Mascali

**Supplier's Sales Engineer as a Knowledge Worker**

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**

Chair: ________________

Jari Laine, Uma Jagadeesa

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

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

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

Johan Larsson

W4.2  Room 2  Green SCM 3

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

Chair: ________________

Assunta Moccia, Renato Passaro, Antonio Thomas

**Sustainability in Supply Chains: A Social Identity Approach**

Yu Huang, Mickey Howard, Fu Jia

**Introducing Corporate Social Responsibility in Purchasing: Proposition of a methodology**

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?

Chair: ________________

Martin Sykes

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

Frank Rozemeijer, Nadine Kiratli, Ruud Olthoff

How can semantic technology support a procurement early warning system?

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

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

Supply Chain Risk Perceptions in Thailand

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
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<td>Purchasing 3</td>
<td>Are Women the Better Purchasers? Gender Impacts on the Negotiation Process from a Purchasing Perspective</td>
<td>Ulli Arnold, Stefanie Opitz</td>
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<td>Public Procurement 1</td>
<td>Policy goals and public procurement in the EU: measuring the effect of policy considerations on public procurement output of European public authorities</td>
<td>Michael Essig, Markus Amann, Thu Ha Vu Thi</td>
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<td><strong>W5.3</strong> Room 3</td>
<td>Alining Sourcing &amp; Business Strategy 1</td>
<td>From black and white to shades of grey: public contracting and SME engagement</td>
<td>David McKeivitt, Anthony Flynn, Paul Davis, Emma McEvoy</td>
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<td><strong>W5.4</strong> Room 4</td>
<td>Globalisation</td>
<td>Strategy alignment in buyer-supplier relations: a behavioural perspective</td>
<td>Alessandro Ancarani, Carmela Di Mauro, Florian Schupp, Heiko Whner</td>
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<td>Controlling of strategy implementation in purchasing and supply management. A suggestion of suitable ratios</td>
<td>Nadine Hund, Florian Schupp</td>
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<td>The practice of international sourcing: a comparative study of Italian and Brazilian importers</td>
<td>Bernardo Dantas, Rebecca Arkader, Otavio Figueiredo</td>
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<td>Sourcing from low cost countries: Organizing and governance perspectives</td>
<td>Mervi Vuori, Aki Laiho, Zhongbo Fan</td>
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10:30-11:25 SESSIONS W6: WORKING PAPERS

W6.1 Room 1 Purchasing 4
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
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
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
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

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**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 ..........

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**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
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
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Department of Management Engineering (DIEG) 

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