

# Marco Bettucci

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LECTURER

**Operations & Supply Chain Management**

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## Biography

Marco Bettucci is a Lecturer of Operations and Technology at SDA Bocconi School of Management.

At SDA Bocconi, he is the Category Leader in Operations & Supply Chain Management. He is head of the Executive Programs in Operations & Manufacturing Management and in Supply Chain Management. He is a professor in Executive MBA programs.

He has undertaken consulting projects for performance improvement in more than 80 companies operating in different industrial and distribution sectors.

His research activities focus on operations strategy, on logistics network design, supply chain planning, inventory management, material flow optimization, supply chain information systems, performance measurement, industrial organization and reengineering processes. In the last few years, he has dealt with omnichannel in the retail sector.

He is the author of numerous books and articles on his topic of interest. His works have been published in *Sistema & Imprese*, *Economia&Management*, *Logistica e Management* and the *International Journal of Engineering, Science and Technology* and he is the author of two books (“Competere con la logistica” and “Omnicanalità”). He is a member of the technical and scientific committee of the journal *Logistica* and he is a partner in a consultancy company in Milan working in operations, supply chain management and information systems.

Marco earned a degree in Management Engineering from Politecnico of Milan. He is married with two daughters.

## Teaching domains

Supply Chain Management

Operations

Distribution Management

Procurement Strategy

Procurement Processes

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## ARTICLES IN SCHOLARLY JOURNALS

PEREGO A., BETTUCCI M., D'AMATO I., POZZOLI E.

**Diventare azienda omnicanale. Le linee guida del cambiamento. La nascita di molteplici touchpoint impone nuove interazioni con i clienti. Per affrontare la sfida dell'innovazione, le aziende devono trasformarsi**

Sistemi & Impresa, 2017, vol.5, pp.65-71

D'AMATO I., BETTUCCI M., PEREGO A., POZZOLI E.

**Incontri ravvicinati con l'omnicanalità**

Economia & Management, 2016, no. 3, pp.28-33

PEREGO A., BETTUCCI M., POZZOLI E., D'AMATO I.

**Omnicanalità: i Must per le imprese**

Sistemi & Impresa, 2016, vol.1, pp.52-58

CASTELLI C., BATTINI E., BETTUCCI M.

**Need of project portfolio management and early operations involvement in new project development: a case study from the cosmetic industry**

International Journal of Engineering, Science and Technology, 2014, vol.6, no. 3, pp.42-54

D'AMATO I., BETTUCCI M.

**Le relazioni lungo la supply chain end-to-end: il ruolo del grossista in una prospettiva intersettoriale**

Economia & Management, 2012, no. 6, pp.31-37

BETTUCCI M., SECCHI R.

**Lean management: condizioni per il successo e la sostenibilità**

Economia & Management, 2011, no. 4, pp.19-25

BETTUCCI M.

**Tecnologia RFID per la tracciabilità dei farmaci: l'esperienza USA**

Economia & Management, 2005, no. 3, pp.48-49

BETTUCCI M.

**Il processo previsionale per governare la Supply Chain**

Economia & Management, 2003, no. 3, pp.46-48

BETTUCCI M., RAMPICHINI P., MAROTTA G.

**La Supply Chain del settore farmaceutico: il caso Roche**

Economia & Management, 2003, no. 3, pp.49-52

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## RESEARCH MONOGRAPHS

BETTUCCI M., SECCHI R., VERONESI V.

**Competere con la logistica. Esperienze innovative nella supply chain alimentare**

Egea, Milano, Italy, 2009

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## PRACTICE-ORIENTED BOOKS

D'AMATO I., BETTUCCI M., PEREGO A., POZZOLI E.

**Omnicanalità. Assicurare continuità all'esperienza del cliente**

Egea, Milano, Italy, 2016

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## CONTRIBUTION TO CHAPTERS, BOOKS OR RESEARCH MONOGRAPHS

BETTUCCI M.

**Casi a confronto nel farmaceutico e nella distribuzione organizzata** in *Logistica & servizio*  
Francesco Gallmann(Ed), Egea, chap. 4, 2009

BAGLIERI E., BELVEDERE V., BETTUCCI M., GALLMANN F.

**Conclusioni: evidenze emerse ed implicazioni manageriali** in *Logistica & servizio*  
F.Gallmann (Eds),Egea, pp.89-101, 2009

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## INTERVIEW ARTICLES

BAGLIERI E., BETTUCCI M., CASAMENTO M., MONDO P.

**La logistica tra presente e futuro**  
2011, *Economia & Management*, Milano, Italy

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## PROCEEDINGS/PRESENTATIONS

MOREIRA TRINDADE M. A., STABILINI G., BETTUCCI M.

**Harnessing Big Data Analytics for Enhanced Supply Chain Efficiency in Omnichannel Retail: A Multi-case Study Approach**

*Annual Conference OR65, 12-14 September, 2023, Bath, Great Britain*

BAGLIERI E., GALLMANN F., BELVEDERE V., BETTUCCI M.

**Linking service level, inventory management and warehousing practices: a case-based managerial analysis**

*16th International Annual EurOMA Conference - June 14-17, 2009, Goteborg, Sweden*

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## RESEARCH NOTES OR SHORT ARTICLES IN JOURNALS

BETTUCCI M., D'AMATO I., PEREGO A., POZZOLI E.

**I 9 Pillar dell'omnicanalità**  
2016, *Harvard Business Review Italia*, Italy

BETTUCCI M., D'AMATO I., PEREGO A., POZZOLI E.

**Il backstage dell'omnicanalità**  
2016, *Harvard Business Review Italia*, Italy

D'AMATO I., BETTUCCI M., PEREGO A., POZZOLI E.

**Omnicanalità. Come integrare i processi fisici e digitali per una seamless customer experience**  
2016, *Logistica Management*, Italy

BETTUCCI M.

**Quanto pesa la Supply Chain**

2012, Logistica, Italy

ANTOGNAZZA A., BETTUCCI M., FIORILLO V.

**Il risparmio energetico in azienda**

2011, Logistica Management, Italy

DELLANTONIO M., BETTUCCI M.

**La gestione dei flussi tra industria e retail**

2005, Logistica Management, Italy

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