

Iolanda D'Amato

Operations & Supply Chain Management

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Curriculum Vitae

Iolanda D'Amato is Associate Professor of Practice in Operations and Technology at SDA Bocconi School of Management and Contract Professor at Bocconi University.

At SDA Bocconi, she directs the programmes “Industrializzare i Servizi” and “Digital Enterprise” and she is Faculty member of the masters MBA-Full Time, MAFED and MFB. In Bocconi, she teaches “Global Operations & Supply Chain Management”, “Gestione dell’innovazione e della tecnologia” and “Business Game – Global Footprint Redesign”. She conducted numerous training, research and consulting projects in various fields, including fashion and luxury, telecommunications, food and consumer electronics.

Her research activities focus on supply chain management, logistics and service operations management. In particular, the two main topics of her research concern supply chain control in order to protect the production chain, traceability role to hinder negative effects linked to counterfeiting or parallel market presence, mainly in fashion/luxury and food&beverage industry, and omnichannel retail challenge, or rather how to change supply chain organization and back-end processes to enable omnichannel transformations within enterprises, in fashion, luxury, retail and consumer electronics.

She is the author of numerous books and articles on the subject. Her works have been published in *International Journal of Retail & Distribution Management*, *Economia & Management*, *Harvard Business Review Italia*, among others. She authored many case studies, including Mc Donald’s, Europ Assistance, ISKO and a simulation about lean thinking applied to service industry. Before working with SDA Bocconi, she worked as a consultant for large telecommunications companies in Italy, France and Brazil.

Iolanda earned a Degree in Economics and Business Management from the University of Naples “Federico II”, a Master in

Business Administration from SDA Bocconi and a Ph.D.

in Logistics and Supply Chain Management, Program run by the University of Bergamo, in collaboration with Bocconi University and Massachusetts Institute of Technology – Zaragoza Logistic Centre (MIT-ZLC). She is married and has one son.

Publications

Books, Monographs and Articles

- D'Amato I, La filiera del vero. Contraffazione e autenticità dei prodotti Made in Italy, EGEA, 2016
- Bettucci M, D'Amato I, Perego A, Pozzoli E, Omnicanalità. Assicurare continuità all'esperienza del cliente, EGEA, 2016
- D'Amato I., Papadimitriou T., Legitimate and Illegitimate Supply Chain in high-end fashion industry: an exploratory study, *Economia & Management* (accepted, to be published, 2015)
- D'Amato I., Belvedere V., Papadimitriou T.; Measuring and Responding to Counterfeiting and Illegitimate Trade in the fashion business: evidence from a survey, I. D'Amato & T. Papadimitriou, *International Journal of Production Economics* (submitted, under review)
- D'Amato I.; Dalla dichiarazione dei redditi al controllo degli accessi per gli stadi: La ricetta del Gruppo Zucchetti per il successo, *Economia & Management*, ETAS, 2014
- D'Amato I., Papadimitriou T., Legitimate vs. Illegitimate: The Luxury Supply Chain and its Doppelganger, *International Journal of Retail & Distribution Management*, Vol. 41 Iss: 11/12, 2013
- D'Amato I., Secchi R., Managing operations processes in an Italian McDonald's restaurant, *ECCH Case*, 2013
- D'Amato, I., *Elettronica di consumo: nuove sfide e implicazioni logistiche*, <>, ETAS, 2012
- Le dimensioni del successo competitivo: la velocità aziendale delle ICT e delle Operations, E. Baglieri, I. D'Amato, P. Pasini, E. Pozzoli, *Economia & Management*, ETAS, 2012
- Le relazioni lungo la Supply Chain End to End: il ruolo del grossista in una prospettiva intersettoriale, *Economia & Management*, ETAS, 2012
- *Elettronica di consumo: nuove sfide e implicazioni logistiche*, *Economia & Management*, ETAS, 2012
- Le dimensioni dell'eccellenza operativa e il ruolo delle ICT, E. Baglieri, I. D'Amato, P. Pasini, E. Pozzoli, *Economia & Management*, ETAS, 2011

Conference papers

- D'Amato, I., Papadimitriou, T., A Systemic Approach To Counterfeiting, Factory Overruns and Other Types Of Illegitimate Trade In The Fashion Supply Chain, 20th EurOMA Conference, Dublin, Ireland, 7-12 June 2013
- Legitimate vs Illegitimate: The Fashion Supply Chain and its Doppelganger, I. D'Amato & T. Papadimitriou, International workshop on luxury Retail, Operations and Supply Chain management, December 3-4, 2012, Milan, Italy
- The anti-counterfeiting potential of RFID Technologies in the fashion Supply Chain, I. D'Amato, T. Papadimitriou, E. Baglieri, 17th International Working Seminar on Production Economics, February 20-24, 2012, Innsbruck, Austria