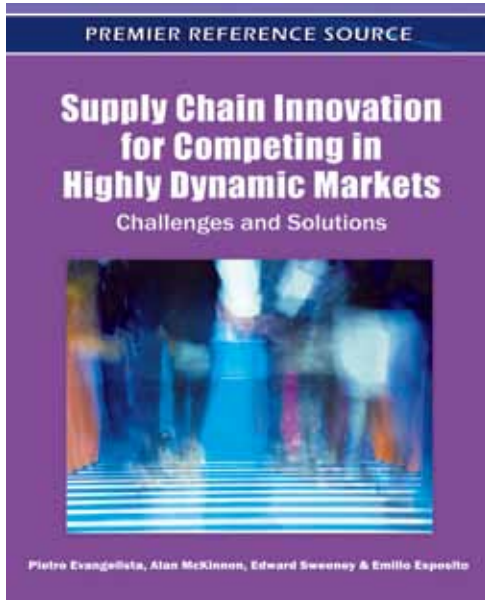


Supply Chain Innovation for Competing in Highly Dynamic Markets: Challenges and Solutions



Edited By: Pietro Evangelista (IRAT-CNR and University of Naples Federico II, Italy), Alan McKinnon (Heriot-Watt University, UK), Edward Sweeney (Dublin Institute of Technology, Ireland), and Emilio Esposito (University of Naples Federico II, Italy)

Rapid changes in technological development are forcing businesses to continuously innovate to improve their competitiveness, which is particularly evident in logistics and supply chain management (SCM), where innovation impacts both the strategic and operational levels.

Supply Chain Innovation for Competing in Highly Dynamic Markets: Challenges and Solutions investigates the role of innovation in the management of supply chains of today. This book focuses on supply chain integration from both strategic and operational perspectives and the impact of information technology-related innovation in supply chain and logistics service industries. It also analyzes how environmental innovation affects logistical decisions throughout the supply chain and the strategies employed in managing logistics-related environmental impacts. Finally, the book explores theoretical and practical implications of innovation in the management of supply systems.

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- Strategic Innovation Integration
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- Supply Chain Integration
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“The word “innovation”—derived from the Latin “novus” meaning “new”—is about identifying new and better ways of doing things in all aspects of an organisation’s activity. This book identifies some of the key challenges and solutions when it comes to applying innovative approaches across the supply chain. In particular, it focuses on the barriers to success, as well as on the critical success factors, in identifying the key challenges and implementing appropriate solutions aimed at improving the efficiency and effectiveness of supply chains.”

-Dr. Pietro Evangelista, IRAT-CNR and University of Naples Federico II, et al.

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Pietro Evangelista

Pietro Evangelista is senior researcher in logistics and supply chain management at the Institute for Service Industry Research (IRAT) of the Italian National Research Council (CNR). He carried out extensive research on economics and management issues associated with maritime logistics and logistics service industry. This is reflected in more than 100 articles published in national and international journals, as well as chapters in books and papers in conference proceedings. His current scientific interest is focused on supply chain innovation with particular reference to the diffusion of ICT in the logistics service industry. On this topic he awarded a PhD in Logistics and Supply Chain Management by Heriot-Watt University (UK). He won the James Cooper Memorial Cup 2010 for the best PhD logistics dissertation by the UK Chartered Institute of Logistics and Transport. Pietro is lecturer in Business Economics and Management at the Department of Managerial Engineering of the University of Naples Federico II. He is member of the editorial board of the *International Journal of Business and Systems Research* and acts as peer reviewer for other leading international logistics and supply chain management journals. Pietro assists the EU Commission as an independent expert in evaluating transport and logistics projects for different programmes such as FP7, TEN-T, and Marco Polo.

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