



**General Studies**  
**Guest lecture by**  
**Dr. Pietro Evangelista**

**“The impact of Information and Communication Technology (ICT) in logistics. The challenges of innovation for small third-party logistics service companies”**

on Thursday, 4 March 2010, 4.30 pm, at the chamber of commerce (Adolphsplatz 1, 20457 Hamburg, room Merkur)

For companies competing in highly dynamic markets, the search of new sources of competitive advantage is mandatory. Innovation is considered a fundamental component of business success as it allows companies to sustain profit margins, increase sales and to gain a competitive edge. Undoubtedly, information and communication technology (ICT) plays an increasingly important role in the modern economy, boosting the efficiency of firms' operations and forcing business organisations to continuously look for innovative strategies to improve their competitiveness. As such, ICT can be considered a source of value generation and competitive advantage for companies. This is particularly evident in the logistics services industry where transport and logistics service companies play a more important role than in the past as they coordinate and accelerate the movement of goods and information flows along multiple levels of the supply chain. Accordingly, logistics companies are increasingly asked for innovative service offerings and ICT capabilities are considered both a critical element for logistics services differentiation and a tool to cut costs and effectively serve clients through better customisation of services provided. The lecture will analyse the effect of ICT in the logistics service industry with particular attention to the impact of technology on small logistics service companies through the analysis of the Italian logistics service market.

***Our guest lecturer's biography at a glance***

Dr. Pietro Evangelista is researcher in logistics and supply chain management (SCM) at the Naples Institute for Service Industry Research (IRAT) of the Italian National Research Council (CNR). He was awarded a Ph.D. in Logistics and Supply Chain Management by Heriot-Watt University, Edinburgh (UK). Dr. Evangelista carried out research on economics and management issues associated with logistics and supply chain management. Within this field, he conducted research on maritime logistics and liner shipping logistics service strategies. His scientific interest is focused on supply chain innovation with particular reference to ICT innovation diffusion in the logistics service industry. His research work has been widely published in international peer-reviewed academic journals, as well as in books and practitioner journals. Dr. Evangelista carry out research also in the field of new organisational form of SME networks operating in technology intensive industries at the Department of Management Engineering (DIEG) of the University of Naples “Federico II” where he is also lecturer in Business Economics. Dr. Evangelista is member of the editorial board of two international journals and acts as peer reviewer for other international journals. He is member of the Scientific Committee of the Modern Information Technology in the Innovation Processes of the Industrial Enterprises (MITIP) conference. He is also member of the Advisory Board of the European Sectoral e-Business Watch an initiative of the DG Enterprise and Industry of the EU Commission. He assists the EU Commission as an independent expert in the evaluation of research proposals in the field of transport and logistics.