

Paolo Letizia

Department of Business Analytics & Statistics
Haslam College of Business, University of Tennessee
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EMPLOYMENT

Haslam College of Business, University of Tennessee Ball Corporation Professor of Business Associate Professor (with tenure) of Operations Management and Business Analytics Assistant Professor of Operations Management and Business Analytics	Knoxville, TN, USA 2023 – present 2021 – present 2015 – 2021
Rotterdam School of Management, Erasmus University Assistant Professor of Supply Chain Management	Rotterdam, The Netherlands 2012 – 2015

EDUCATION

Smeal College of Business, The Pennsylvania State University Ph.D. in Business Administration, Dual Degree in Operations Research	State College, PA, USA 2007 – 2012
KEDGE Business School M.Sc. in Supply Chain Management	Bordeaux, France 2005 – 2006
University of Pavia B.Sc. and M.Sc. <i>summa cum laude</i> in Electrical Engineering	Pavia, Italy 1995 – 2001

RESEARCH INTERESTS

Sustainable Operations, Operations-Marketing Interface, Operations-Information Systems Interface, Supply Chain Management

REFEREED PUBLICATIONS

1. Hilafu, H., **P. Letizia**, P. Roma. 2024. Customization and Returns: The Moderating Role of National Culture. *Forthcoming in Production and Operations Management*.
2. Chomachaei, F., E. Gal-Or, **P. Letizia**, P. Roma. 2023. The Economic Viability of the Sharing Economy Business Model and its Environmental Impact. *European Journal of Operational Research* **315**(3) 1197–1209.
3. Bowers, A., M. Bowers, N. Bryan, **P. Letizia**, S. A. Murphy. 2023. Forming Student Teams to Incorporate Soft Skills and Commonality of Schedule. *INFORMS Journal on Applied Analytics* **53**(2) 111 – 127.
4. Jia, J., **P. Letizia**, S. Willems. 2022. Supply Chain Contracting with Information Design. *Decision Sciences* **55**(2) 149 – 158.
5. Esenduran, G., **P. Letizia**, A. Ovchinnikov. 2022. Customization and Returns. *Management Science [Fast Track]* **68**(6) 4517 – 4526.
6. Manouchehrabadi, B., **P. Letizia**, G. Hendrikse. 2022. Democratic versus Elite Governance for Project Selection Decisions in Executive Committees. *European Journal of Operational Research* **297**(3) 1126 – 1138.

7. Yan, W., **P. Letizia**, W. Zhou. 2022. Three Cobblers Worth the Mastermind? Crowdsourcing Innovation with Potential to Ensemble. *Decision Sciences* **53**(2) 223 – 238.
8. Manouchehrabadi, B., **P. Letizia**, G. Hendrikse. 2021. Governance of Collective Entrepreneurship. *Journal of Economic Behavior and Organization* **185** 370 – 389.
9. **Letizia, P.**, M. Pourakbar, T. Harrison. 2018. The Impact of Consumer Returns on the Multi-channel Sales Strategies of Manufacturers. *Production and Operations Management* **27**(2) 323 – 349.
10. **Letizia, P.** 2018. Contract Design in Processing Trade, *Decision Sciences* **49**(4) 728 – 753.
11. **Letizia, P.**, G. Hendrikse. 2016. Supply Chain Structure Incentives for Corporate Social Responsibility. *Production and Operations Management* **25**(11) 1919 – 1941.
12. Crocker, K. J., **P. Letizia**. 2014. Optimal Policies for Recovering the Value of Consumer Returns. *Production and Operations Management* **23**(10) 1667 – 1680.
13. Ferrari-Trecate, G., E. Gallestey, **P. Letizia**, M. Spedicato, M. Morari, M. Antoine. 2004. Modeling and Control of Co-generation Power Plants: A Hybrid System Approach. *IEEE Transactions on Control Systems Technology*, **12**(5) 694 – 705.

MANAGERIAL PUBLICATIONS

14. Esenduran, G., **P. Letizia**, A. Ovchinnikov. 2022. Whose Customized Products Can Be Returned? *Harvard Business Review* **100** (7-8), 32.
15. Esenduran, G., **P. Letizia**, A. Ovchinnikov. 2022. Why You Should Allow Returns on Customized Products. *Harvard Business Review*.

BOOK CHAPTERS

1. **Letizia, P.** 2016. Effect of Supply Chain Structures on the Adoption of CSR. In C. Tang and A. Atasu, editors, *Environmentally Responsible Supply Chains*.
2. Van Wassenhove, L. N., B. Lebreton, **P. Letizia**. 2007. A Paradigm Shift: Supply Chain Collaboration and Competition in and between Europe's Chemical Clusters. *EPCA Think Tank*.
3. Ferrari-Trecate, G., E. Gallestey, **P. Letizia**, M. Spedicato, M. Morari, M. Antoine. 2002. Modeling and Control of Cogeneration Power Plants: A Hybrid System Approach. In C. J. Tomlin and M. R. Greenstreet, editors, *Proc. 5th International Workshop on Hybrid Systems: Computation and Control*, Volume 2289 of Lecture Notes in Computer Science, Springer-Verlag, 209 – 224.

TEACHING EXPERIENCE

Undergraduate

- Lean Operations, University of Tennessee
Evaluations (out of 5.0): N/A (Spring 2024)
- Analytic Models for Decision Optimization, University of Tennessee
Evaluations (out of 5.0): 4.7, 4.8 (Fall 2019-2020), 4.6 (Fall 2022)
- Demand Fulfillment, Penn State University
Evaluations (out of 7.0): 6.67 (Fall 2011)

Graduate

- *Online MBA*: Operations Management & Decision Modeling, University of Tennessee
Evaluations (out of 5.0): 4.5 (Summer 2023), N/A (Fall 2023), N/A (Spring 2024)
- *MBA*: Prescriptive Modeling, University of Tennessee
Evaluations (out of 5.0): 4.1, 4.67, 4.7, 4.6 (Spring 2016-2019), 4.9, 4.8, 4.9 (Fall 2020-2022)
- *MSBA*: Systems Optimization, University of Tennessee
Evaluations (out of 5.0): N/A, 4.8, 4.85, 4.8, 4.6 (Fall 2017-2021)

- *Ph.D.*: Prescriptive Analytics, University of Tennessee
Evaluations (out of 5.0): 4.6 (Fall 2015)
- *M.Sc. Management Elective: Operations & Supply Chain Management*, Erasmus University
Evaluations (out of 5.0): 4.3, 4.5, 4.6 (Spring 2013-2015)
- *M.Sc. Supply Chain Management Core: Managing the Supply Chain*, Erasmus University
Evaluations (out of 5.0): 4.3, 4.6, 4.5 (Fall 2012-2014)

Executive Education

- *Executive FLEX Program in SCM: Lean Manufacturing, E-Commerce, Omnichannel, Production and Inventory Strategies*, LUISS Business School
Evaluations: N/A (Spring 2021, 2023)
- *Executive for Coca-Cola Southwest Bottling Co.: Fundamentals of Forecasting & Demand Planning*, University of Tennessee
Evaluations (out of 7.0): 6.67 (January 2023)
- *Executive for Kuwait Petroleum Corporation: An Introduction to Operations Management*, Erasmus University
Evaluations (out of 5.0): 4.9 (March 2013)
- *Business Management for Accountants: Introduction to Supply Chain Management*, Erasmus University
Evaluations: N/A (November 2013)

AWARDS AND SCHOLARSHIPS

Research

1. Ball Corporation Professor of Business, Haslam College of Business (2023–2026)
2. Ray and Joan Myatt Faculty Fellow, Haslam College of Business (2021–2023)
3. ASCC Faculty Research Award, Haslam College of Business (2021)
4. Martin and Jean Mills Faculty Fellow, Haslam College of Business (2019)
5. Jeanne and Charles Rider Graduate Fellowship, Smeal College of Business (2011)
6. Dissertation Summer Stipend Award, Smeal College of Business (2011)
7. Social Innovation Centre Scholarship, INSEAD (2007, 2006)
8. IFA Scholarship, ETH Swiss Federal Institute of Technology (2001, 2000)
9. Best Scientific Undergraduate Thesis Award, University of Pavia (2001)

Referee

1. Outstanding Work as a Reviewer Award – Production and Operations Management Journal (2019)
2. Best Reviewer Award – Decision Sciences Journal (2019)
3. Outstanding Contribution in Reviewing Award – Journal of Operations Management (2017)

Teaching

1. Finalist for the Best Teacher Award – MBA, Haslam College of Business (2017-2023)
2. Teacher of the Year Award – M.Sc. Supply Chain Management, Erasmus University (2014, 2015)

PROFESSIONAL SERVICE

- Associate Editor:
 - *Decision Sciences* (Fall 2019 - present)
- Reviewer: *Manufacturing & Service Operations Management, Production and Operations Management, Journal of Operations Management, Decision Sciences, European Journal of Operational Research, Journal of the Operational Research Society, International Journal of Production Economics, IEEE Transactions on Engineering Management, Sustainability*
- Track Co-chair:
 - Corporate Social Responsibility and Sustainability DSI (2023)
 - Closed-Loop Supply Chain Management POMS (2018)
 - Environmental Operations Management POMS (2016)
- Session Chair:
 - INFORMS (2022, 2021, 2019, 2016, 2015, 2014, 2013)
 - POMS (2024, 2022, 2021, 2019, 2017, 2015, 2014, 2013)
- Judge:
 - MSOM Sustainable Operations SIG (2019, 2021)
 - DSI Elwood S. Buffa Doctoral Dissertation competition (2014, 2018)

CONFERENCE PRESENTATIONS

1. Gurlek, R., D. KC, P. Letizia. Designing and Comparing Custom Interventions to Mitigate Product Returns: A Field Experiment Utilizing Clickstream Behavior.
 - POMS National Meeting, Orlando, FL. 2023.
2. Gurlek, R., D. KC, P. Letizia. How Much did Store Closures Boost Online Sales during COVID-19?
 - POMS National Meeting, Orlando, FL. 2023.
 - INFORMS National Meeting, Indianapolis, IN. 2022.
3. Yan, W., P. Letizia, G. Raz. Impact of Taxes on the Adoption of Green Technologies.
 - POMS National Meeting, Orlando, FL. 2023.
 - INFORMS National Meeting, Indianapolis, IN. 2022.
4. Chomachaei, F., E. Gal-Or, P. Letizia, P. Roma. The Economic and Environmental Impacts of the Sharing Economy Business Model.
 - MSOM Conference, Montreal, Canada. 2023.
 - POMS National Meeting, Orlando, FL. 2023.
 - INFORMS National Meeting, Indianapolis, IN. 2022.
 - POMS National Meeting, Virtual. 2021.
 - POMS National Meeting, Virtual. 2020.
 - INFORMS National Meeting, Seattle, WA. 2019.
 - POMS National Meeting, Washington, DC. 2019.
5. Agrawal, A., C. Fuchs, P. Letizia. How Does Product Customization Affect Consumer Returns? an Empirical Analysis.
 - INFORMS National Meeting, Indianapolis, IN. 2022.
6. Letizia, P., G. Esenduran, A. Ovchinnikov. On Product Customization and Returns.
 - INFORMS National Meeting, Anaheim, CA. 2021.

- MSOM Conference, Singapore. 2021.
 - POMS National Meeting, Virtual. 2021.
 - INFORMS National Meeting, Virtual. 2020.
 - POMS National Meeting, Virtual. 2020.
 - INFORMS National Meeting, Seattle, WA. 2019.
 - MSOM Conference, Singapore. 2019.
 - POMS National Meeting, Washington, DC. 2019.
 - POMS National Meeting, Houston, TX. 2018.
 - POMS National Meeting, Seattle, WA. 2017.
7. Letizia, P., D. Drake, G. Raz. Impact of Taxes on the Adoption of Green Technologies.
 - POMS National Meeting, Houston, TX. 2018.
 8. Letizia, P. Contract Design in Processing Trade.
 - POMS National Meeting, Seattle, WA. 2017.
 9. Pourakbar, M., P. Letizia. Strategies to Combat Refurbished and Remanufactured Counterfeit Products.
 - POMS National Meeting, Washington, DC. 2019.
 - INFORMS National Meeting, Nashville, TN. 2016.
 10. Gao, L., P. Letizia. How to Use Private Local Knowledge: the Case for Processing Trade.
 - POMS National Meeting, Atlanta, GA. 2014.
 11. Letizia, P., G. Hendrikse. Organizing Socially Responsible Operations along the Supply Chain.
 - POMS National Meeting, Atlanta, GA. 2014.
 12. Letizia, P. Optimal Policies for Consumer Returns.
 - Consumer Returns Conference, Dallas, TX. 2013.
 13. Letizia, P., D. Thomas. Investments to Reduce Consumer Returns under Information Asymmetry.
 - EURO-INFORMS Conference, Rome, Italy. 2013.
 14. Letizia, P., T. Harrison. The Impact of Product Returns on a Manufacturer Multi Channel Strategy.
 - INFORMS National Meeting, Nashville, TN. 2016
 - POMS National Meeting, Orlando, FL. 2016.
 - POMS National Meeting, Washington, DC. 2015.
 - POMS National Meeting, Atlanta, GA. 2014.
 - OR Conference, Rotterdam, The Netherlands. 2013.
 - INFORMS National Meeting, Minneapolis, MN. 2013.
 - POMS National Meeting, Denver, CO. 2013.
 - POMS National Meeting, Chicago, IL. 2012.

INVITED TALKS

1. University of Mannheim, Mannheim, Germany. 2023. Chomachaei, F., E. Gal-Or, P. Letizia, P. Roma. The Economic and Environmental Impacts of the Sharing Economy Business Model.
2. Emlyon Business School, Lyon, France. 2023. Chomachaei, F., E. Gal-Or, P. Letizia, P. Roma. The Economic and Environmental Impacts of the Sharing Economy Business Model.

3. Rotterdam School of Management, Rotterdam, The Netherlands. 2021. Agrawal, A., P. Letizia. How does Product Customization affect Consumer Returns? An Empirical Analysis.
4. MIP Politecnico, Milan, Italy. 2016. Letizia, P., T. Harrison. The Impact of Product Returns on a Manufacturer Multi Channel Sales Strategy.
5. University of Tennessee, Knoxville, TN. 2015. Letizia, P., T. Harrison. The Impact of Product Returns on a Manufacturer Multi Channel Sales Strategy.
6. Essec Business School, Paris, France. 2012. Crocker, K. J., P. Letizia. Optimal Policies for Recovering the Value of Consumer Returns.
7. Rotterdam School of Management, Rotterdam, The Netherlands. 2012. Crocker, K. J., P. Letizia. Optimal Policies for Recovering the Value of Consumer Returns.

INDUSTRY AND EXTRACURRICULAR EXPERIENCE

INSEAD Research Associate in Supply Chain Management	Fontainebleau, France 2006 – 2007
Accenture Senior Consultant in Supply Chain Management	Milan, Italy 2002 – 2006
ETH Swiss Federal Institute of Technology Research Associate in Optimal Control Theory	Zurich, Switzerland 2000 – 2001

PERSONAL

- Dual Citizenship: United States of America & Italy
- Member: INFORMS, POMS, MSOM
- Language Proficiency: Italian (Native), English (Fluent), French (Proficient)

Last update: 04/2024