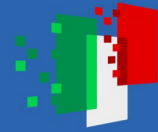




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PIANO NAZIONALE
DI RIPRESA E RESILIENZA



UNIVERSITÀ
DEGLI STUDI
DI BERGAMO



Guest Lecture: "Plan ahead or find trouble on the doorstep"

Evento nell'ambito del progetto PRIN 2022
"BUMOLDS: a Business Model for Local Delivery Platforms"*

- Principal Investor: **Annamaria TUAN**
Dipartimento di Scienze Aziendali;
Alma Mater Studiorum - Università di Bologna
- Responsabile Unità Locale: **Giuseppe PEDELIENTO**
Dipartimento di Scienze Aziendali;
Università degli studi di Bergamo

Presenter

- Prof. **Gianfranco Walsh**
Leibniz University

ABSTRACT

In e-commerce, the last mile tends to be the part of the delivery process over which online retailers have the least control. At the same time, they bear the negative consequences of service problems involving end customers. Often overlooked is the courier-customer interaction and the degree to which the delivery moment shapes key outcomes for online retailers. In this talk, Prof. Gianfranco Walsh will discuss the importance of interpersonal contacts during deliveries and present some research findings from different studies. The findings suggest that online retailers can employ two combinable strategies to gain greater control over the last mile.

October 4, 2024
11:30 am-17:30 pm

Room 23
via dei Caniana, 2
University of Bergamo

or online via [Teams](#)



BUMOLDS

a Business Model for Local Delivery Platforms

<https://site.unibo.it/bumolds/it>

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