Elisabetta Benevento, PhD

Predictive analytics and forecasting to support operational decision making in complex service systems, with applications in healthcare services.

Digital transformation and process integration, focusing on how digital technologies reshape organizational processes and coordination mechanisms.

Data-driven analysis of digital marketing strategies, examining how online platforms and influencers shape consumer decisions and brand outcomes.
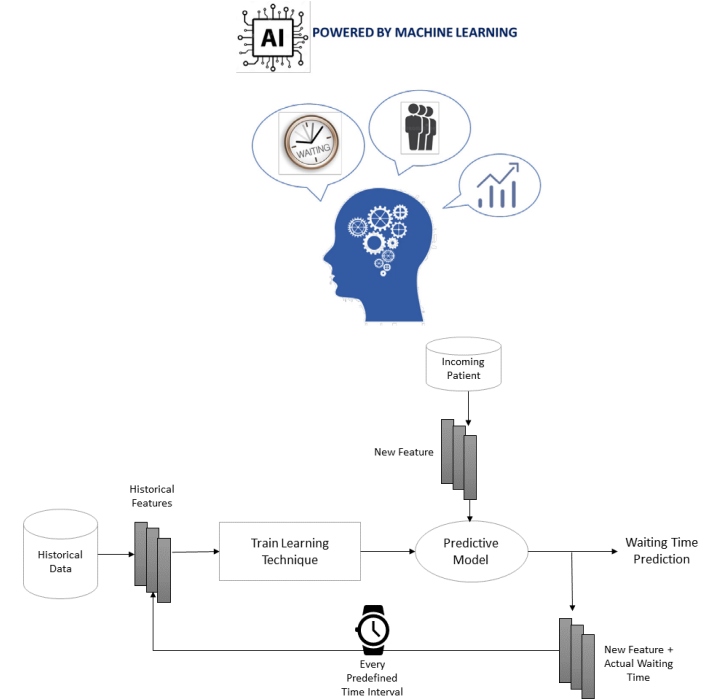
Research Focus

- Anticipating congestion and service pressure in emergency departments.
- Enabling timely operational decisions under high demand variability.

Approach

- Develop forecasting models using real-world hospital data and advanced machine learning techniques.

Key Insights

- Predictive models allow managers to shift from reactive to proactive operations.
- Forecasting effectiveness depends on unit-specific dynamics.
- Short-term forecasts support targeted interventions.
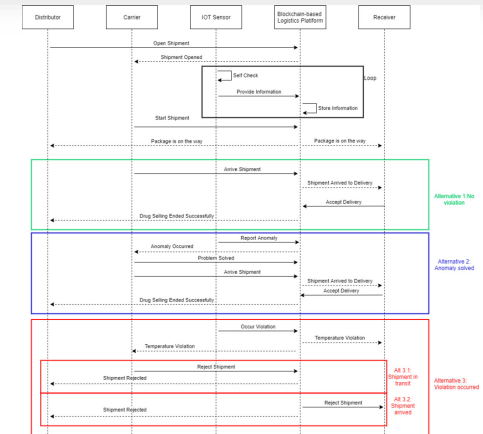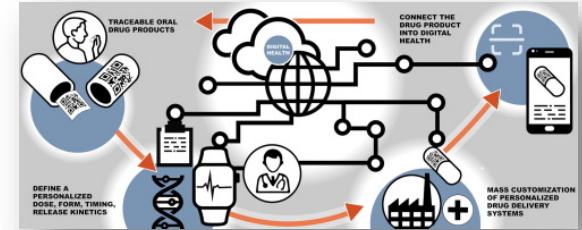
Research Focus

- Coordination and integration in pharmaceutical supply chains enabled by digital technologies.

Approach

- Process-oriented analysis and case-based evidence.

Key Insights

- Digital technologies enhance traceability and accountability across actors.
- Performance gains arise from process redesign rather than technology adoption alone.
- Integration barriers are predominantly organizational, not technical.

Research Focus

- Assessing the impact of digital and social media strategies on market outcomes.

Approach

- Empirical analytics based on large-scale social media data.

Key Insights

- Influencer attributes and content characteristics drive brand performance.
- Analytics enables more robust, evidence-based marketing decisions.