

Articoli pubblicati su rivista internazionale referata

- A1. "Implementation guidelines for mass customization: current characteristics and suggestions for improvement". Suzić, N., Forza, C., Trentin, A. e Anišić, Z. (2018). *Production Planning & Control*, 29 (10): 856-871.
- A2. "Leveraging high-involvement practices to develop mass customization capability: a contingent configurational perspective". Sandrin, E., Trentin, A., e Forza, C. (2018). *International Journal of Production Economics*, 196 (February): 335-345.
- A3. "Implementation guidelines for mass customization: A researcher-oriented view". Suzić, N., Sandrin, E., Suzić, S., Forza, C., Trentin, A. e Anišić, Z. (2018). *International Journal of Industrial Engineering and Management*, 9 (4): 229-243.
- A4. "Enhancing the consumer-perceived benefits of a mass-customized product through its online sales configurator: an empirical examination". Sandrin, E., Trentin, A., Grosso, C., e Forza, C. (2017). *Industrial Management & Data Systems*, 117 (6): 1295-1315.
- A5. "Supporting the social dimension of shopping for personalized products through online sales configurators", Grosso, C., Forza, C. e Trentin, A. (2017). *Journal of Intelligent Information Systems*, 49 (1): 9-35.
- A6. "The country-of-origin lie: impact of foreign branding on customers' willingness to buy and willingness to pay when the product's actual origin is disclosed", Aichner, T., Forza, C. e Trentin, A. (2017). *The International Review of Retail, Distribution and Consumer Research*, 27 (1): 43-60.
- A7. "Effects of subcultural differences on country and product evaluations: a replication study". Aichner, T., Coletti, P., Forza, C., Perkmann, U. e Trentin, A. (2016). *Journal of Global Marketing*, 29 (3):115-127.
- A8. "Embeddedness and path dependence of organizational capabilities for mass customization and green management: a longitudinal case study in the machinery industry". Trentin, A., Forza, C. e Perin, E. (2015). *International Journal of Production Economics*, 169 (November): 253-276.
- A9. "Organizing for mass customization: literature review and research agenda". Sandrin, E., Trentin, A. e Forza C. (2014). *International Journal of Industrial Engineering and Management*, 5 (4): 159-167.
- A10. "Increasing the consumer-perceived benefits of a mass-customization experience through sales-configurator capabilities". Trentin, A., Perin, E. e Forza, C. (2014). *Computers in Industry*, 65 (4): 693-705.
- A11. "Sales configurator capabilities to avoid the product variety paradox: construct development and validation". Trentin, A., Perin, E. e Forza, C. (2013). *Computers in Industry*, 64 (4): 436-447.
- A12. "Organisation design strategies for mass customisation: an information-processing-view perspective". Trentin, A., Forza, C. e Perin, E. (2012). *International Journal of Production Research*, 50 (14): 3860-3877.
- A13. "Product configurator impact on product quality". Trentin, A., Perin, E. e Forza, C. (2012). *International Journal of Production Economics*, 135 (2): 850-859.
- A14. "Overcoming the customization-responsiveness squeeze by using product configurators: beyond anecdotal evidence". Trentin, A., Perin, E. e Forza, C. (2011). *Computers in Industry*, 62 (3): 260-268.
- A15. "Operationalising form postponement from a decision-making perspective". Trentin, A., Salvador, F., Forza, C. e Rungtusanatham, M. J. (2011). *International Journal of Production Research*, 49 (7): 1977-1999.

- A16. "Third-party logistics providers offering form postponement services: value propositions and organisational approaches". Trentin, A. (2011). *International Journal of Production Research*, 49 (6): 1685-1712.
- A17. "Design for form postponement: do not overlook organization design". Trentin, A. e Forza, C. (2010). *International Journal of Operations & Production Management*, 30 (4): 338-364.
- A18. "Form postponement effects on operational performance: a typological theory". Forza, C., Salvador, F. e Trentin, A. (2008). *International Journal of Operations & Production Management*, 28 (11): 1067-1094.
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- A20. "Supporting product configuration and form postponement by grouping components into kits: the case of MarelliMotori". Forza, C., Trentin, A. e Salvador, F. (2006). *International Journal of Mass Customisation*, 1 (4 – Special issue: Mass Customisation Case Studies: Cases from the International Mass Customisation Case Collection): 427-444.