

Barbara Alemanni

Affiliate Professor



Knowledge Group: Finance

Research Domains: Private Banking and Wealth Management

Teaching Domains: Investor/Consumer Behaviour, Personal Financial Planning, Financial Regulation, Fintech, Alternative Investments

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Biography

Barbara Alemanni is an Affiliate Professor of Banking and Insurance at SDA Bocconi School of Management. She is a Full Professor of Economics of Financial Intermediaries at the Università di Genova.

At SDA Bocconi, she was a Faculty member in the CEGA and EMBA Master programs (2007-2015) and in the MBA program until 2005. She was the Banking and Insurance Faculty Deputy (2018-2022). She has conducted several finance and banking workshops and consultancy projects in Europe and Asia with, mainly, the leading players in the banking and finance industry. In addition, she has worked with major domestic and international public organizations.

Her research activities focus on asset management; alternative investments; behavioral finance; securities market microstructure; macrostructure and regulation in securities markets.

She is the author of numerous books and articles on her topics of interest. Her works have been published by major domestic and international publishers (Kluwer, Oxford University Press, Il Mulino, EGEA, ABI editrice) and in *Bancaria*, *Banca e Banchieri*, *Impresa e progetto*, the *European Journal of Finance* and in *Working papers* of Bocconi CAREFIN (Centre for Applied Research on International Markets), among others. She is a member of the editorial board of the magazines *Finanza*, *marketing*, *produzione*, *Forum Bancaria* and *Economia&Management*. She has been appointed one of the Economic Advisors of ESMA. She is a member of the board of directors of the Università di Genova and of Borsa Italiana; in addition she is an MEFOP SpA scientific advisor on behavioral welfare issues.

Barbara earned a degree in Business Administration from Università Bocconi, an MSc in Finance from City University Business School and an ITP (International Techers Programme) in Aix-en-Provence.

Research Monographs

Finanza Comportamentale. Scoprire gli errori che ci fanno perdere denaro

ALEMANNI, B. - "Finanza Comportamentale. Scoprire gli errori che ci fanno perdere denaro" - 2024, Egea, Milano, Italy

Finanza Comportamentale - II Edizione

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Decisioni di investimento, assicurative e previdenziali: tra finanza e psicologia

ALEMANNI, B., G. BRIGHETTI, C. LUCARELLI - "Decisioni di investimento, assicurative e previdenziali: tra finanza e psicologia" - 2012, Il Mulino, Bologna, Italy

L'investitore irrazionale. Scelte di investimento e gestione di portafoglio nella behavioural finance

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Contribution to Chapters, Books or Research Monographs

Sustainability and investor behaviour

ALEMANNI, B., "Sustainability and investor behaviour" in Sustainable finance and financial education: a snapshot., Macchiavello Eugenia, Siri Michele (Eds.), Giappichelli Editore, chap. 4, pp. 58-67, 2024

Do we like robot? Consumers' attitude towards the algorithm

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Financial Regulation for Sustainable Finance in the European Landscape

ALESSI, L., B. ALEMANNI, G. FRATI, "Financial Regulation for Sustainable Finance in the European Landscape" in Information as a Driver of Sustainable Finance., Nadia Linciano, Paola Soccorso, Claudia Guagliano (Eds.), Springer International Publishing, pp. 207-242, 2022

La finanza comportamentale

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Cultural Finance: how is financial information received?

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A Taxonomy of Behavioural Policies

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Risk aversion and loss aversion: two sides of the same coin?

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Investire in Alternatives: il caso delle commodities

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La concorrenza tra trading venues a seguito dell'introduzione della MiFID

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The European Securities Industry. Further Evidence on the Roadmap to Integration

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Concorrenza e integrazione delle borse europee

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L'attività di asset allocation nel private banking

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I sistemi di regolamento: circuiti interbancari e liquidazione titoli

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The conversion process from a state enterprise into a public company

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Articles in Scholarly Journals

Daniel Kahneman, l'uomo che ci ha insegnato a guardare dentro la nostra mente

ALEMANNI, B., "Daniel Kahneman, l'uomo che ci ha insegnato a guardare dentro la nostra mente", *Bancaria*, 2024, vol. 80, no. 7-8, pp. 82-86

Unleveraged Portfolios and Pure Allocation Return

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What Are Investors Afraid of? Finding the Big Bad Wolf

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Fintech nudging: una spinta al benessere finanziario - Fintech Nudging: A Push toward Financial Well-being

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Investment Psychological Biases in the United States and Italy

WONG, A., B. ALEMANNI, "Investment Psychological Biases in the United States and Italy", *International Journal of Business, Accounting and Finance*, 2018, vol. 12, no. 1, pp. 117-130

Individual behaviour and long-range planning attitude

ALEMANNI, B., C. LUCARELLI, "Individual behaviour and long-range planning attitude", *European Journal of Finance*, 2017, vol. 23, no. 5, pp. 407-426

Pensioni, comportamenti e regole

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Finanza comportamentale: presupposti teorici e approcci in letteratura

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Il comportamento degli analisti è razionale? Previsioni ed errori alla luce della behavioural finance

ALEMANNI, B., "Il comportamento degli analisti è razionale? Previsioni ed errori alla luce della behavioural finance", *Bancaria*, 2003, vol. 59, no. 10, pp. 76-82

Edited Books

Artificial Intelligence and Financial Behaviour

VIALE, R., S. MOUSAVI, U. FILOTTO, B. ALEMANNI (Eds.), "Artificial Intelligence and Financial Behaviour" - 2023, Edward Elgar Publishing

Financial Education and Risk Literacy

VIALE, R., U. FILOTTO, B. ALEMANNI, S. MOUSAVI (Eds.), "Financial Education and Risk Literacy" - 2021, Edward Elgar Publishing, Great Britain

The Behavioural Finance Revolution A New Approach to Financial Policies and Regulations

VIALE, R., S. MOUSAVI, B. ALEMANNI, U. FILOTTO (Eds.), "The Behavioural Finance Revolution A New Approach to Financial Policies and Regulations" - 2018, Edward Elgar Publishing, Great Britain

Working Papers

Challenges in ensuring financial competencies: essays on how to measure financial knowledge, target beneficiaries and deliver educational programmes

ALEMANNI, B., N. LINCiano, P. SOCCORSO, D. DI CAGNO, L. PANACCIONE, G. NICOLINI - "Challenges in ensuring financial competencies: essays on how to measure financial knowledge, target beneficiaries and deliver educational programmes" - 2017, SSRN

Long-range planning attitude in a declining welfare: when individual behaviours inhibit retirement voluntary plans.

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On the Role of Behavioral Finance in the Pricing of Financial Derivatives: The Case of the S&P 500

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Herding Behaviour by Equity Foreign Investors on Emerging Markets

ORNELAS, J. R. H., B. ALEMANNI - "Herding Behaviour by Equity Foreign Investors on Emerging Markets" - 2008, SSRN Electronic Journal

Proceedings/Presentations

Long-range planning attitude in a declining welfare: when individual behaviours inhibit retirement voluntary plans

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On the role of behavioral finance in the pricing of financial derivatives: the case of S&P500

ZANOTTI, G., B. ALEMANNI, A. PENA PINA, "On the role of behavioral finance in the pricing of financial derivatives: the case of S&P500" in EFMA Annual Conference - June 23-26, 2010, Aarhus, Denmark

On the role of behavioral finance in the pricing of financial derivatives: the case of S&P500 options

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