

Paolo Morosetti

Senior Lecturer



Knowledge Group: Strategy and Operations

Research Domains: Entrepreneurship & Family Business

Teaching Domains: Family Business, Corporate Governance, Growth Strategy, Diversification, M&A

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Biography

Paolo Morosetti is a Senior Lecturer in Strategy and Entrepreneurship at SDA Bocconi School of Management, and is a teaching fellow in Corporate Strategy and Strategic Management of Family Businesses at Università Bocconi.

At SDA Bocconi, he was the Director of the Strategic and Entrepreneurial Management Department and of the Executive MBA from 2007 to 2014. He led the Executive Education Division at “SDA Bocconi Asia Center” in Mumbai. Paolo specializes in designing and delivering workshops and research and education initiatives focused on strategic management. He has worked internationally with medium-large size companies, operating in industrial sectors located in Europe, the Middle East and India.

Currently, his research activities concentrate on growth strategies, corporate strategy, professionalization of family businesses, succession planning with a specific emphasis on the engagement of Millennials, and leadership development in multi-national companies.

He is the author of essays, books and teaching cases on Corporate Strategy and Family Business. Paolo was a Visiting Professor at The European Institute of Purchasing Management (EIPM) and also serves as a director in medium-sized companies operating in the chemical, logistics, engineering and textile industries. Paolo regularly collaborates with the AIDAF-EY Chair in Strategic Management of Family Businesses in memory of Alberto Falck at Università Bocconi and with the Family Business Network International (FBN-I). He is a member of the Family Firm Institute.

Paolo earned a degree in Business Administration at Università Bocconi.

Edited Books

Family business: costruire un futuro sostenibile. Dialoghi fra imprenditori e accademici

MOROSSETTI, P. (Ed.), "Family business: costruire un futuro sostenibile. Dialoghi fra imprenditori e accademici" - 2023, Rubettino Editore, Soveria Mannelli (CZ), Italy

Il caso Winterthur Unipol: dalla ristrutturazione alle sfide della crescita

MAZZOLA, P., P. MOROSSETTI (Eds.), "Il caso Winterthur Unipol: dalla ristrutturazione alle sfide della crescita" - 2003, Egea, Milano, Italy

Contribution to Chapters, Books or Research Monographs

Strategia familiare

MOROSSETTI, P., L. ROSSI DI MONTELERA, "Strategia familiare" in Family business: costruire un futuro sostenibile. Dialoghi fra imprenditori e accademici., P. Morosetti (Ed.), Rubettino Editore, chap. 5, 2023

Successione nelle grandi famiglie

DRAGO, R., P. MOROSSETTI, "Successione nelle grandi famiglie" in Family business: costruire un futuro sostenibile. Dialoghi fra imprenditori e accademici., P. Morosetti (Ed.), Rubettino Editore, chap. 8, 2023

Committment and Preparedness

FORBES, F., P. MOROSSETTI, "Committment and Preparedness" in Family business: costruire un futuro sostenibile. Dialoghi fra imprenditori e accademici., P. Morosetti (Ed.), Rubettino Editore, chap. 15, 2023

L'individuazione del core business

MOROSSETTI, P., "L'individuazione del core business" in Concetti di business e corporate strategy. Letture per il corso di strategia e politica aziendale., S. Di Martino (Ed.), McGraw-Hill Education, 2016

La crescita attorno al core business

MOROSSETTI, P., "La crescita attorno al core business" in Concetti di business e corporate strategy. Letture per il corso di strategia e politica aziendale., S. Di Martino (Ed.), McGraw-Hill Education, 2016

Textbooks

Corporate Strategy for a Sustainable Growth. Alignment, Execution, And Transformation

CORBETTA, G., P. MOROSSETTI - "Corporate Strategy for a Sustainable Growth. Alignment, Execution, And Transformation" - 2020, Bocconi University Press - BUP, Milano, Italy

Practice-Oriented Books

Le vie della crescita. Corporate strategy e diversificazione del business

MOROSSETTI, P., G. CORBETTA - "Le vie della crescita. Corporate strategy e diversificazione del business" - 2018, Egea, Milano, Italy

Giochi d'azzardo. Strategie ed errori: la lezione Enron

MOROSSETTI, P., F. ZONA - "Giochi d'azzardo. Strategie ed errori: la lezione Enron" - 2004, Egea, Milano, Italy

Articles in Scholarly Journals

Dall'Iran con Resilienza

MOROSSETTI, P., "Dall'Iran con Resilienza", *Economia & Management*, 2017, no. 5-6, pp. 31-36

Doing business in Iran

MOROSSETTI, P., "Doing business in Iran", *Economia & Management*, 2017, no. 5-6, pp. 14-19