

Ferdinando Pennarola

Associate Professor



Knowledge Group: Leadership, Human Resources and Digital Technologies

Research Domains: Leadership

Teaching Domains: Financial Accounting, Organizational Design, Strategic Management in Health Care Organizations, International Accounting Principles

ferdinando.pennarola@unibocconi.it

Biography

Ferdinando Pennarola is an Associate Professor at the Department of Management and Technology at Università Bocconi.

His collaboration with SDA Bocconi began in 1986. He is the Director of SDA Bocconi GEMBA (Global Executive MBA). He is a Faculty member of the MBA Full time, EMBA, MFB and MISA. He is also a Faculty member of SDA Bocconi Asia Center, Mumbai (India). Every year, he leads several top executive workshops on change management issues for companies belonging to the following industries: banking and finance, healthcare and pharmaceutical, automotive and transportation, telecommunications and IT, tourism, fashion and luxury, oil and gas, media and entertainment, infrastructure building and development. He is the Program Director of major custom initiatives for top executives and senior leaders, operating globally.

His research activities focus on change management, organizational design, ICT – mediated innovation processes, management of professional organizations, responsible leadership and management consulting. Currently, he is investigating the management of change processes combined with the adoption of information technologies, within organizations and the economy at large.

He is the author of numerous books and articles on his topics of interest. His works have been published in Cutting Edge Technologies in Higher Education, the International Journal of Information Management, Information Systems and e-Business Management, the Journal of Management Education, Review of Managerial Science, among others. He has participated in numerous scientific/professional committees and commissions, such as the World Council of AIS (Association for Information Systems), Conference Chair of ICIS 2013 (International Conference of Information Systems). He was Chairman of the board of directors of ISBM (International Schools of Business Management) in London established by Harvard University to offer the ITP (International Teachers Programme), from 2005 to 2016. He was Delegate Rector for E-Learning at Università Bocconi from 2004 to 2012. He was a Visiting Assistant Professor at the Graduate Business

School of Florida University and a Visiting Professor at London Business School.

Ferdinando earned a degree in Business Administration and a Ph.D. in Business Administration and Management both from Università Bocconi. He also earned an ITP (International Teachers Programme) from the Centre HEC-ISA in Jouy-en-Josas (France).

Edited Books

Technologies for Digital Transformation

BRACCINI, A. M., J. PALLUD, F. PENNAROLA (Eds.), "Technologies for Digital Transformation" - 2024, Springer Cham, Switzerland

The Post-digital Enterprise: Going Beyond the Hype

CASTELLI, G. V., S. MEREGALLI, F. PENNAROLA (Eds.), "The Post-digital Enterprise: Going Beyond the Hype" - 2022, Springer International Publishing

Responsible Leadership. Creare benessere, sviluppo e performance a lungo termine

MAGNI, M., F. PENNAROLA (Eds.), "Responsible Leadership. Creare benessere, sviluppo e performance a lungo termine" - 2015, Egea, Milano, Italy

From Information to Smart Society. Environment, politics and economics

MOLA, L., F. PENNAROLA, S. ZA (Eds.), "From Information to Smart Society. Environment, politics and economics" - 2015, Springer International Publishing, Germany

Imprese e società dell'informazione. Tecnologie informative per la competizione

PENNAROLA, F. (Ed.), "Imprese e società dell'informazione. Tecnologie informative per la competizione" - 2006, Egea, Milano, Italy

Management. Innovazione e tecnologie informatiche

PENNAROLA, F. (Ed.), "Management. Innovazione e tecnologie informatiche" - 2006, Università Bocconi Editore, Italy

Organizzazione e information technology. Risorse, persone, tecnologie per nuovi modelli d'impresa

PENNAROLA, F. (Ed.), "Organizzazione e information technology. Risorse, persone, tecnologie per nuovi modelli d'impresa" - 2005, Egea, Milano, Italy

Studi organizzativi e sistemi informativi aziendali. Convergenze, percorsi di ricerca e strumenti di intervento

ROSSIGNOLI, C., F. PENNAROLA (Eds.), "Studi organizzativi e sistemi informativi aziendali. Convergenze, percorsi di ricerca e strumenti di intervento" - 2005, CUEIM, Verona, Italy

Contribution to Chapters, Books or Research Monographs

Enterprise Renewal and Change Management

PENNAROLA, F., "Enterprise Renewal and Change Management" in The Post-Digital Enterprise., Gianluigi Castelli, Severino Meregalli, Ferdinando Pennarola (Eds.), Springer International Publishing, chap. 5, pp. 71-88, 2022

Cambiamento organizzativo e competenze

PENNAROLA, F., "Cambiamento organizzativo e competenze" in Manager del Futuro., E. Baglieri (Ed.), Egea, chap. 3, pp. 47-61, 2022

Different Strategies for Different Channels: Influencing Behaviors in Product Return Policies for Consumer Goods

PENNAROLA, F., L. CAPORARELLO, M. MAGNI, "Different Strategies for Different Channels: Influencing Behaviors in Product Return Policies for Consumer Goods" in Organizing for Digital Innovation., Alessandra Lazazzara, Raoul C.D. Nacamulli, Cecilia Rossignoli, Stefano Za (Eds.), Springer International Publishing, pp. 247-259, 2019

One Game Does not Fit All. Gamification and Learning: Overview and Future Directions

CAPORARELLO, L., M. MAGNI, F. PENNAROLA, "One Game Does not Fit All. Gamification and Learning: Overview and Future Directions" in Organizing for Digital Innovation., Alessandra Lazazzara, Raoul C.D. Nacamulli, Cecilia Rossignoli, Stefano Za (Eds.), Springer International Publishing, pp. 179-188, 2019

Let's Learn Together: Team Integration Climate, Individual States and Learning Using Computer-Based Simulations

CAPORARELLO, L., M. MAGNI, F. PENNAROLA, "Let's Learn Together: Team Integration Climate, Individual States and Learning Using Computer-Based Simulations" in Digital Technology and Organizational Change., Cecilia Rossignoli, Francesco Virili, Stefano Za (Eds.), Springer International Publishing, pp. 187-195, 2018

Decisioni

PENNAROLA, F., "Decisioni" in Organizzazione aziendale., Salvemini Severino (Ed.), Egea, chap. 5, pp. 127-159, 2017

When teachers support students in technology mediated learning

CAPORARELLO, L., F. PENNAROLA, M. MAGNI, "When teachers support students in technology mediated learning" in Organizational innovation and change: managing information and technology., C. Rossignoli, M. Gatti, R. Agrifoglio (Eds.), Springer, pp. 161-177, 2016

One More Time Trust Matters: A Theoretical Investigation of the Role of Technology Mediated Trust in the UTAUT Model

PISTILLI, L., F. PENNAROLA, "One More Time Trust Matters: A Theoretical Investigation of the Role of Technology Mediated Trust in the UTAUT Model" in Blurring the Boundaries Through Digital Innovation., Fabrizio D'Ascenzo, Massimo Magni, Alessandra Lazazzara, Stefano Za (Eds.), Springer International Publishing, pp. 87-101, 2016

WHO. Chi sono i leader "responsabili"

PENNAROLA, F., E. PAOLINO, "WHO. Chi sono i leader "responsabili"" in Responsible leadership: creare benessere, sviluppo e performance a lungo termine., Magni Massimo, Pennarola Ferdinando (Eds.), Egea, chap. 3, pp. 41-50, 2015

Oggi la leadership non basta

PENNAROLA, F., "Oggi la leadership non basta" in Responsible leadership: creare benessere, sviluppo e performance a lungo termine., Magni Massimo, Pennarola Ferdinando (Eds.), Egea, pp. 5-25, 2015

All That Glitters Is Not Gold: Alleged Innovations In Human Computer Interaction

CAPORARELLO, L., M. MAGNI, F. PENNAROLA, "All That Glitters Is Not Gold: Alleged Innovations In Human Computer Interaction" in IS, Management, Organization and Control: Smart Practices and Effects., Daniela Baglieri, Concetta Metallo, Cecilia Rossignoli, Mario Pezzillo Iacono (Eds.), Springer, pp. 179-190, 2014

Improving information exchange effectiveness through data compression techniques

CAPORARELLO, L., M. MAGNI, F. PENNAROLA, "Improving information exchange effectiveness through data compression techniques" in IS, Management, Organization and Control: Smart Practices and Effects., Daniela Baglieri, Concetta Metallo, Cecilia Rossignoli, Mario Pezzillo Iacono (Eds.), Springer, pp. 229-243, 2014

Designing Teams for Enhancing Individual Added-Value Use of Technology

BASAGLIA, S., L. CAPORARELLO, M. MAGNI, F. PENNAROLA, "Designing Teams for Enhancing Individual Added-Value Use of Technology" in Designing Organizational Systems., R.Baskerville, M.De Marco, P.Spagnoletti (Eds.), Springer, pp. 183-199, 2013

Enhanced Class Replay: Will this turn into better learning?

PENNAROLA, F., L. CAPORARELLO, "Enhanced Class Replay: Will this turn into better learning?" in Cutting-Edge Technologies in Higher Education., Charles Wankel , Patrick Blessinger (Eds.), Emerald Group Publishing Limited, pp. 143-162, 2013

Business schools international networks for faculty development

PENNAROLA, F., "Business schools international networks for faculty development" in Teaching and learning at business schools., P. Mårtensson, M. Bild, K. Nilsson (Eds.), Gower Publishing Ltd, 2012

The road ahead: turning human resource functions into strategic business partners with innovative information systems management decisions

PENNAROLA, F., L. CAPORARELLO, "The road ahead: turning human resource functions into strategic business partners with innovative information systems management decisions" in Emerging themes in information systems and organization studies., A. Carugati, C. Rossignoli (Eds.), Springer, pp. 293-304, 2011

High Performance IT as Strategic Partner for HR Management

PENNAROLA, F., L. CAPORARELLO, "High Performance IT as Strategic Partner for HR Management" in IT Outsourcing: Concepts, Methodologies, Tools, and Applications., K. Amant (Ed.), IGI Global, pp. 1010-1020, 2010

La Gestione Del Cambiamento Organizzativo Nei Processi Di Adozione Delle Tecnologie Informatiche

PENNAROLA, F., "La Gestione Del Cambiamento Organizzativo Nei Processi Di Adozione Delle Tecnologie Informatiche" in *Economia Aziendale e Management: Scritti in onore di Vittorio Coda.*, G. Airoidi, G. Brunetti, G. Corbetta, G. Invernizzi (Eds.), Università Bocconi Editore, pp. 1-24, 2010

L'impatto sulla produttività

PENNAROLA, F., "L'impatto sulla produttività" in *Management dei sistemi informativi. 2 - Progetto e applicazione.*, K. C. Laudon, J. P. Laudon, V. Morabito, F. Pennarola (Eds.), Pearson Italia, pp. 243-264, 2010

Introduzione ai sistemi informativi

PENNAROLA, F., "Introduzione ai sistemi informativi" in *Management dei sistemi informativi. 1 - Fondamenti.*, K. C. Laudon, J. P. Laudon, V. Morabito, F. Pennarola (Eds.), Pearson Italia, pp. 1-26, 2009

La digital readiness nelle piccole e medie imprese italiane

BUSACCA, B., S. BASAGLIA, F. PENNAROLA, "La digital readiness nelle piccole e medie imprese italiane" in *Quattro ritardi da colmare.*, C.M.Guerici (Ed.), Egea, pp. 213-264, 2008

Individual adoption of convergent mobile technologies in Italy

BASAGLIA, S., L. CAPORARELLO, M. MAGNI, F. PENNAROLA, "Individual adoption of convergent mobile technologies in Italy" in *Interdisciplinary aspects of information systems studies.*, D'Atri, De Marco M. Casalino N. (Eds.), Springer, pp. 63-71, 2008

Business schools' international networks for faculty development

PENNAROLA, F., "Business schools' international networks for faculty development" in *Teaching and learning in business schools.*, Mårtensson P., Bild M., Nilsson K. (Eds.), Gower Publishing Ltd, pp. 241-259, 2008

Adozione e utilizzo delle banche dati esterne: considerazioni conclusive

PENNAROLA, F., S. BASAGLIA, P. PASINI, "Adozione e utilizzo delle banche dati esterne: considerazioni conclusive" in *Imprese e società dell'informazione. Tecnologie informative per la competizione.*, F. Pennarola (Ed.), Egea, chap. 7, pp. 167-177, 2006

Come soddisfare il fabbisogno di elaborazione delle informazioni: introduzione ai sistemi informativi per l'economia digitale

PENNAROLA, F., "Come soddisfare il fabbisogno di elaborazione delle informazioni: introduzione ai sistemi informativi per l'economia digitale" in *Management. Innovazione e tecnologie informatiche.*, F. Pennarola (Ed.), Università Bocconi Editore, pp. 28-63, 2006

Le nuove telecomunicazioni e le reti fisse

PENNAROLA, F., "Le nuove telecomunicazioni e le reti fisse" in *Management. Innovazione e tecnologie informatiche.*, F. Pennarola (Ed.), Università Bocconi Editore, pp. 126-157, 2006

Acquisizione e impiego delle informazioni esterne per i processi decisionali delle imprese

PENNAROLA, F., "Acquisizione e impiego delle informazioni esterne per i processi decisionali delle imprese" in *Imprese e società dell'informazione. Tecnologie informative per la competizione.*, F. Pennarola (Ed.), Egea, pp. 35-57, 2006

Fare di più con meno. Risparmiare con i sistemi informativi

PENNAROLA, F., "Fare di più con meno. Risparmiare con i sistemi informativi" in Management. Innovazione e tecnologie informatiche., F.Pennarola (Ed.), Università Bocconi Editore, pp. 624-644, 2006

Un modello per misurare la sensitività delle imprese all'impiego delle informazioni esterne

BASAGLIA, S., F. PENNAROLA, "Un modello per misurare la sensitività delle imprese all'impiego delle informazioni esterne" in Imprese e società dell'informazione. Tecnologie informative per la competizione., F.Pennarola (Ed.), Egea, pp. 105-123, 2006

La ricerca sui comportamenti delle imprese italiane

BASAGLIA, S., F. PENNAROLA, "La ricerca sui comportamenti delle imprese italiane" in Imprese e società dell'informazione. Tecnologie informative per la competizione., F.Pennarola (Ed.), Egea, pp. 123-167, 2006

Organizzazione e information technology: due questioni strettamente connesse

PENNAROLA, F., "Organizzazione e information technology: due questioni strettamente connesse" in Organizzazione e information technology. Risorse, persone, tecnologie per nuovi modelli d'impresa., F.Pennarola (Ed.), Egea, pp. 3-13, 2005

Tecnologie per l'informazione, organizzazione e sistemi informativi: l'impatto sulle performance aziendali

PENNAROLA, F., "Tecnologie per l'informazione, organizzazione e sistemi informativi: l'impatto sulle performance aziendali" in Studi organizzativi e sistemi informativi aziendali. Convergenze, percorsi di ricerca e strumenti di intervento., C. Rossignoli, F. Pennarola (Eds.), CUEIM, pp. 11-51, 2005

Ritorno al futuro: innovazione organizzativa mediata da nuove reti di telecomunicazioni in banda larga

PENNAROLA, F., "Ritorno al futuro: innovazione organizzativa mediata da nuove reti di telecomunicazioni in banda larga" in Organizzazione e information technology. Risorse, persone, tecnologie per nuovi modelli d'impresa., F.Pennarola (Ed.), Egea, pp. 45-72, 2005

Assetti organizzativi che aggiungono valore al cliente e al professionista

PENNAROLA, F., "Assetti organizzativi che aggiungono valore al cliente e al professionista" in Le professioni intellettuali tra liberalizzazione e nuova regolazione., S. Zamagni (Ed.), Egea, pp. 121-151, 1999

Un'azienda nuova in un mercato nuovo

PENNAROLA, F., "Un'azienda nuova in un mercato nuovo" in Monopolio e concorrenza nelle telecomunicazioni. Il caso Omnitel., Guerci C.M., Cervigni G., Marcolongo V., Pennarola F. (Eds.), Il Sole 24 Ore, pp. 135-171, 1998

Il caso SDA Bocconi. Le origini (1968-1985)

DRAEBYE, M., F. PENNAROLA, "Il caso SDA Bocconi. Le origini (1968-1985)" in Scuole di Management: Origini e primi sviluppi delle business schools in Italia., G. Gemelli (Ed.), Il Mulino, pp. 351-385, 1997

Proceedings/Presentations

Never Give Up! How to Respond Effectively to Post-M&A Failure with a Recovery Strategy

PISTILLI, L., A. COZZOLINO, G. VERONA, F. PENNAROLA, "Never Give Up! How to Respond Effectively to Post-M&A Failure with a Recovery Strategy" in 82nd Annual Meeting of the Academy of Management - August 5-9, 2022, Seattle, WA, United States of America

Toward a Holistic Understanding of M&A Success: Operational Processes for Post-M&A Recovery Strategy

PISTILLI, L., A. COZZOLINO, F. PENNAROLA, G. VERONA, "Toward a Holistic Understanding of M&A Success: Operational Processes for Post-M&A Recovery Strategy" in EURAM 2020 Online Conference, December 4-6, 2020, (online)

Strategic factors enabling digital maturity: an extended survey

SALVIOTTI, G., A. GAUR, F. PENNAROLA, "Strategic factors enabling digital maturity: an extended survey" in Mediterranean Conference on Information Systems (MCIS), 21-23 September, 2019, Naples, Italy

Angels and Daemons: Is More Knowledge Better Than Less Privacy? An Empirical Study on a K-anonymized Openly Available Dataset

PENNAROLA, F., L. PISTILLI, M. CHAU, "Angels and Daemons: Is More Knowledge Better Than Less Privacy? An Empirical Study on a K-anonymized Openly Available Dataset" in ICIS 2017: Transforming Society with Digital Innovation, December 10-13, 2017, Seoul, South Korea

Let's learn together: team integration climate, individual states and learning using computer-based simulations

CAPORARELLO, L., M. MAGNI, F. PENNAROLA, "Let's learn together: team integration climate, individual states and learning using computer-based simulations" in 13th Conference of the Italian Chapter of AIS (Association for Information Systems) - October 7-8, 2016, Verona, Italy

From college to consulting through the main door: when IT skills make a difference for junior enterprise students

PENNAROLA, F., L. PISTILLI, G. DAWSON, "From college to consulting through the main door: when IT skills make a difference for junior enterprise students" in 37th International Conference on Information Systems (ICIS) - 11-14 December, 2016, Dublin, Ireland

Does Culture Make The Difference? Technology Acceptance And Diffusion In India

CAPORARELLO, L., M. MAGNI, F. PENNAROLA, "Does Culture Make The Difference? Technology Acceptance And Diffusion In India" in Mediterranean Conference on Information Systems - September 3-5, 2014, Verona, Italy

All That Glitters Is Not Gold: Alleged Innovations In Human Computer Interaction

CAPORARELLO, L., M. MAGNI, F. PENNAROLA, "All That Glitters Is Not Gold: Alleged Innovations In Human Computer Interaction" in 10th Conference of the Italian Chapter of AIS (Association for Information Systems) - 14 December, 2013, Milano, Italy

Improving information exchange effectiveness through data compression techniques

CAPORARELLO, L., M. MAGNI, F. PENNAROLA, "Improving information exchange effectiveness through data compression techniques" in 10th Conference of the Italian Chapter of AIS (Association for Information Systems) - 14 December, 2013, Milano, Italy

Team level antecedents of individual usage of a new technology

BASAGLIA, S., L. CAPORARELLO, M. MAGNI, F. PENNAROLA, "Team level antecedents of individual usage of a new technology" in 16th European Conference on Information Systems, ECIS -June 9-11, 2008, Galway, Ireland

Adoption of a new communication technology

BASAGLIA, S., L. CAPORARELLO, M. MAGNI, F. PENNAROLA, "Adoption of a new communication technology" in WOA - Workshop Organizzazione Aziendale - 8-9 febbraio, 2007, Reggio Emilia, Italy

Individual adoption of convergent mobile technologies in Italy

BASAGLIA, S., L. CAPORARELLO, M. MAGNI, F. PENNAROLA, "Individual adoption of convergent mobile technologies in Italy" in itAIS Conference, October 3 - 4, 2007, Isola di San Servolo, VE, Italy

How CIOs can improve their mindfulness in the process of IT adoption

BASAGLIA, S., L. CAPORARELLO, M. MAGNI, F. PENNAROLA, "How CIOs can improve their mindfulness in the process of IT adoption" in The Americas Conference on Information Systems (AMCIS) - August 9-12, 2007, Keystone, Colorado, United States of America

Adoption of a new communication technology: environmental and organizational drivers

BASAGLIA, S., L. CAPORARELLO, M. MAGNI, F. PENNAROLA, "Adoption of a new communication technology: environmental and organizational drivers" in 15th European Conference on Information Systems, ECIS - June 7-9, 2007, St. Gallen, Switzerland

Stand by me: the quality of intra-organizational relationships as antecedent of IT adoption

MAGNI, M., F. PENNAROLA, "Stand by me: the quality of intra-organizational relationships as antecedent of IT adoption" in Academy of Management Meeting - 5-10 August, 2005, Honolulu, United States of America

Software/Business Simulation

H.E.L.P. Start to change: go green

PENNAROLA, F., L. CAPORARELLO, E. PAOLINO - "H.E.L.P. Start to change: go green" - 2019, SDA Bocconi Learning Lab, Milano, Italy

Cases in International Case Collections

'From Dust To Heaven In Two Years': The Adidas Case: Part I: The Story

PENNAROLA, F., M. ANTONELLI - "'From Dust To Heaven In Two Years': The Adidas Case: Part I: The Story" - 2018, The Case Centre, Great Britain

'From Dust To Heaven In Two Years': The Adidas Case: Part II: Re Org

PENNAROLA, F., M. ANTONELLI - "'From Dust To Heaven In Two Years': The Adidas Case: Part II: Re Org" - 2018, The Case Centre, Great Britain

'From Dust To Heaven In Two Years': The Adidas Case: Part III: Supermodern

PENNAROLA, F., M. ANTONELLI - "'From Dust To Heaven In Two Years': The Adidas Case: Part III: Supermodern" - 2018, The Case Centre, Great Britain

'From Dust To Heaven In Two Years': The Adidas Case: Addendum

PENNAROLA, F., M. ANTONELLI - "'From Dust To Heaven In Two Years': The Adidas Case: Addendum" - 2018, The Case Centre, Great Britain

Transforming Company Culture at Amgen Italy

PENNAROLA, F., L. PISTILLI - "Transforming Company Culture at Amgen Italy" - 2016, The Case Centre, Great Britain

Tiscali (A): An Internet Service Provider Between Service and Technology

PENNAROLA, F., M. SAMPIETRO, A. CANATO - "Tiscali (A): An Internet Service Provider Between Service and Technology" - 2006, The Case Centre, Great Britain

Tiscali (B): Unit Project - European Is Integration

PENNAROLA, F., M. SAMPIETRO, A. CANATO - "Tiscali (B): Unit Project - European Is Integration" - 2006, The Case Centre, Great Britain

Tiscali (C): Management Consulting During Is Implementation

PENNAROLA, F., M. SAMPIETRO, A. CANATO - "Tiscali (C): Management Consulting During Is Implementation" - 2006, The Case Centre, Great Britain

Tiscali (D): Project Management

PENNAROLA, F., M. SAMPIETRO, A. CANATO - "Tiscali (D): Project Management" - 2006, The Case Centre, Great Britain

Articles in Scholarly Journals

Learning and gamification: a possible relationship?

CAPORARELLO, L., M. MAGNI, F. PENNAROLA, "Learning and gamification: a possible relationship?", Eai Endorsed Transactions on e-Learning, 2017, vol. 4, no. 16

Is Technology Mediated Learning Really Improving Performance Of Students?

CAPORARELLO, L., M. MAGNI, F. PENNAROLA, "Is Technology Mediated Learning Really Improving Performance Of Students?", Eai Endorsed Transactions on e-Learning, 2016, vol. 3, no. 12

Shifting Paradigms in Management Education: What Happens When We Take Groups Seriously?

PENNAROLA, F., B. MUNDELL, "Shifting Paradigms in Management Education: What Happens When We Take Groups Seriously?", Journal of Management Education, 2016, vol. 23, no. 6, pp. 663-683

Uscire dalla crisi reinventando il business. Il contributo della consulenza

PENNAROLA, F., O. ANNUSHKINA, "Uscire dalla crisi reinventando il business. Il contributo della consulenza", Economia & Management, 2011, no. 3, pp. 21-33

IT knowledge integration capability and team performance: The role of team climate

BASAGLIA, S., L. CAPORELLLO, M. MAGNI, F. PENNAROLA, "IT knowledge integration capability and team performance: The role of team climate", International Journal of Information Management, 2010, vol. 30, no. 6, pp. 542-551

Environmental and organizational drivers influencing the adoption of VoIP

PENNAROLA, F., S. BASAGLIA, L. CAPORELLLO, M. MAGNI, "Environmental and organizational drivers influencing the adoption of VoIP", Information Systems and e-Business Management, 2009, vol. 7, no. 1, pp. 103-118

Individual adoption of convergent mobile phone in Italy

PENNAROLA, F., S. BASAGLIA, L. CAPORELLLO, M. MAGNI, "Individual adoption of convergent mobile phone in Italy", Review of Managerial Science, 2009, vol. 3, no. 1, pp. 1-18

Intra-organizational relationships and technology acceptance

PENNAROLA, F., M. MAGNI, "Intra-organizational relationships and technology acceptance", International Journal of Information Management, 2008, vol. 28, no. 6, pp. 517-523

VoIP e produttività aziendale

PENNAROLA, F., F. M. SACCO, "VoIP e produttività aziendale", Office Automation, 2008, vol. 12, pp. 2-9

Shifting Paradigms in Management Education: What Happens When We Take Groups Seriously?

MUNDELL, B., F. PENNAROLA, "Shifting Paradigms in Management Education: What Happens When We Take Groups Seriously?", Journal of Management Education, 1999, vol. 23, no. 6, pp. 663-683

Prefaces, Postfaces, short Introductions

Il consulente di direzione: le ambizioni di una professione sempre in prima linea nella gestione delle imprese

PENNAROLA, F., "Il consulente di direzione: le ambizioni di una professione sempre in prima linea nella gestione delle imprese" in Il Consulente Aziendale., Franco Angeli, pp. 3-13, 2012

Research Reports

Uscire dalla crisi reinventando il business: il contributo della consulenza

PENNAROLA, F., O. ANNUSHKINA - "Uscire dalla crisi reinventando il business: il contributo della consulenza" - 2011, Università Bocconi - EntER, Milano, Italy

Research Monographs

Management dei sistemi informativi. 2 - Progetto e applicazioni

LAUDON, K. C., J. P. LAUDON, V. MORABITO, F. PENNAROLA - "Management dei sistemi informativi. 2 - Progetto e applicazioni" - 2010, Pearson Italia, Italy

Management dei sistemi informativi - 1 Fondamenti

LAUDON, K. C., J. P. LAUDON, V. MORABITO, F. PENNAROLA - "Management dei sistemi informativi - 1 Fondamenti" - 2009, Pearson Italia, Italy

Economia e organizzazione delle attività terziarie

PENNAROLA, F. - "Economia e organizzazione delle attività terziarie" - 1995, Etas Libri, Milano, Italy

Storia della consulenza di direzione in Italia: protagonisti, idee, tendenze evolutive

PENNAROLA, F., G. FALIVA - "Storia della consulenza di direzione in Italia: protagonisti, idee, tendenze evolutive" - 1992, Edizioni Olivares, Italy

Interview Articles

Uscire dalla crisi: la consulenza puo' aiutare?

SACCO, F. M., F. PENNAROLA, "Uscire dalla crisi: la consulenza puo' aiutare?", Harvard Business Review Italia, 2009, vol. 11, pp. 20-27