

# Paolo Morosetti

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SENIOR LECTURER

**Entrepreneurship & Family Business**

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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.

## Teaching domains

Family Business

Corporate Governance

Growth Strategy

Diversification

M&A

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## ARTICLES IN SCHOLARLY JOURNALS

MOROSETTI P.

**Dall'Iran con Resilienza**

Economia & Management, 2017, no. 5-6, pp.31-36

MOROSETTI P.

**Doing business in Iran**

Economia & Management, 2017, no. 5-6, pp.14-19

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## PRACTICE-ORIENTED BOOKS

MOROSETTI P., CORBETTA G.

**Le vie della crescita. Corporate strategy e diversificazione del business**

Egea, Milano, Italy, 2018

MOROSETTI P., ZONA F.

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

Egea, Milano, Italy, 2004

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## EDITED BOOKS

MOROSETTI P. (ED.)

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

Rubettino Editore, Soveria Mannelli (CZ), Italy, 2023

MAZZOLA P., MOROSETTI P. (EDS.)

**Il caso Winterthur Unipol: dalla ristrutturazione alle sfide della crescita**

Egea, Milano, Italy, 2003

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## TEXTBOOKS

CORBETTA G., MOROSETTI P.

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

Bocconi University Press – BUP, Milano, Italy, 2020

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## CONTRIBUTION TO CHAPTERS, BOOKS OR RESEARCH MONOGRAPHS

FORBES F., MOROSETTI P.

**Committment and Preparedness** in *Family business: costruire un futuro sostenibile. Dialoghi fra imprenditori e accademici*

P. Morosetti (Eds), Rubettino Editore, chap. 15, 2023

ROSSI DI MONTELERA L., MOROSETTI P.

**Strategia familiare** in *Family business: costruire un futuro sostenibile. Dialoghi fra imprenditori e accademici*

P. Morosetti (Eds), Rubettino Editore, chap. 5, 2023

DRAGO R., MOROSETTI P.

**Successione nelle grandi famiglie** in *Family business: costruire un futuro sostenibile. Dialoghi fra imprenditori e accademici*

P. Morosetti (Eds), Rubettino Editore, chap. 8, 2023

MOROSETTI 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

MOROSETTI 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

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