

Beatrice Bauer

ASSOCIATE PROFESSOR OF PRACTICE

Leadership

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Biography

Bauer Beatrice is an Associate Professor of Practice of Leadership, Organization & Human Resources at SDA Bocconi School of Management.

She has thirty years experience in the design and coordination of business courses for the development of leadership skills functional to the ongoing social and organizational changes. In particular, given her multicultural background, she has worked with large multinational companies in Italy and abroad.

She has collaborated with SDA Bocconi since 1988 and has developed education programs on management topics using innovative teaching methods: Cognitive behavioral modification in times of substantial change, Leadership and team building to address complex and problematic situations, developing motivation for change, assertiveness, stress, health and psychosomatic illnesses, organizational change and the development of a motivational organization environment, empowerment processes in changing companies, Positive Psychology and Positive Leadership.

She created and managed (from 1992 to 2003) the Center for teaching and learning of Università Bocconi professors and students.

As a psychologist and psychotherapist she has carried out research, education and therapy in Italy and abroad on health and stress issues for which she received an honor from the Register of Psychologists. Her focus is aimed at people (managers, doctors, athletes) who have to perform highly in times of great stress, such as athletes before the Olympics.

She is the author of numerous publications on the topics of assertiveness, leadership and management of people in times of corporate crisis or personal difficulty and an invited speaker to more than 300 national and international conferences. She has been a member of the Advisory Board Wellbusiness, Luxembourg since 2017, a member of the steering committees of two international associations of psychologists and physicians and a founding member of the AIAMC Italian association which, since 1978, has trained cognitive behavioural psychotherapists and for which she is a lecturer and supervisor.

She is a Registered Psychologist specialized in Behavior Modification at the University of Minnesota, Minneapolis, USA, and has been involved in education courses and collaborations with institutions in Germany, England and Canada and the USA.

Teaching domains

Leadership

ARTICLES IN SCHOLARLY JOURNALS

BAUER B., DI SILVESTRO A.

La leadership aziendale di fronte alla sfida di nuove conflittualità

Economia & Management, 2022, no. 4, pp.107-111

BAUER B.

La Leadership abrasiva

Economia & Management, 2017, no. 2, pp.38-42

CONTRIBUTION TO CHAPTERS, BOOKS OR RESEARCH MONOGRAPHS

BAUER B.

Becoming a Positive Leader: The Challenge of Change in *New leadership in strategy and communication*

Pfeffermann N.(Ed), Springer, pp.245-269, 2020

BAUER B.

Introduzione - Una leadership positiva per guidare i Millenials in *Leading millenials. Conoscere le nuove generazioni per costruire collaborazioni di successo in azienda*

L. Baruffaldi(Ed), Egea, pp.10-15, 2019

OTHER

BAUER B.

Youth seeking more balance

2024, Via Sarfatti 25, Milano, Italy

Grants & Honors

Professional Excellence as Psychologist – Ordine degli Psicologi , 2002
