
LECTURER

Leadership

LAURA.BARUFFALDI@UNIBOCCONI.IT

Biography

Laura Baruffaldi is a SDA Lecturer in Leadership and has worked with SDA Bocconi since 2018. She teaches in open market initiatives and custom programs on the themes of leadership, stress management, communication and assertiveness and age diversity within organizational boundaries.

Her research and design activities for new content and formats for management development focus on four main areas: 1) understanding and developing self-leadership; 2) understanding and leveraging on age diversity in order to create intergenerational value; 3) identifying and developing key competences for work-life integration; 4) developing creative leaders able to address the challenges of innovation and change.

She is the author of the book "Leading Millennials. Conoscere le nuove generazioni per costruire collaborazioni di successo in azienda" (Leading Millennials. Understanding the new generations to build successful collaborations in organizations) and she was a lecturer at the Academy of Management Annual Meeting 2018 with the working paper «A Study on Work-Family Enrichment: How Do Leaders Enrich Employees' Family Lives?».

At Università Bocconi, she is a professor in the Management and Technology Department and is responsible for the undergraduate course "Leadership Skills". She earned a PhD in Organizational Behavior at IE Business School (Madrid), specializing in topics such as leadership, work-life integration and individual motivation. She graduated in 2010 in Marketing Management at Università Bocconi and she worked as a researcher in the Management and Technology Department of Università Bocconi for two years (2010-2012) on sustainability-related topics.

Teaching domains

Self-Leadership

Assertive Communication

Leadership

ARTICLES IN SCHOLARLY JOURNALS

BARUFFALDI L., CASATI P.

Engagement: comprendere le diversità generazionali e creare valore

Harvard Business Review Italia, March, 2023, pp.110-111

PASTOR J., BARUFFALDI L.

The Role of Regulatory Focus on a Peer-Feedback Process: A Longitudinal Study with MBA Students

Academy of Management Learning & Education, 2021, vol.20, no. 4, pp.539-561

ALBERTI D., BARUFFALDI L., PANIGATI S., PINUCCI I.

Come si arriva al top. Profilo dei CEO italiani - How To Get To The Top. A Profile of Italian CEOs

Economia & Management, 2019, no. 3, pp.58-63

PRACTICE-ORIENTED BOOKS

BARUFFALDI L.

Leading Millennials: Conoscere le nuove generazioni per costruire collaborazioni di successo in azienda.

Egea, Milano, Italy, 2019

CONTRIBUTION TO CHAPTERS, BOOKS OR RESEARCH MONOGRAPHS

BARUFFALDI L.

Gestire le nuove generazioni in *Essere Leader - Collana Il Management*

F. Castellucci(Ed), Egea, chap. 4, 2019

PROCEEDINGS/PRESENTATIONS

BARUFFALDI L.

A Study on Work-Family Enrichment: How Do Leaders Enrich Employees' Family Lives?

Academy Of Management Proceedings, no. 1, 2018, United States of America
