
PROFESSOR OF PRACTICE

Leadership

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Biography

Dino Ruta is a Professor of Practice of Leadership & Sport Management at SDA Bocconi School of Management.

At SDA Bocconi, he is the Scientific Director of the International Master in Management, Law and Humanities of Sport (FIFA Master) Since 2013 he has been the founder and head of the Sport Knowledge Center, since 2017 he has been an Academic Advisor of the International Business Academy: Branding in The Global Economy for National Basketball Players Association (NBA players labor union); since 2019 he has been the Academic Director of Diploma Programs in Sports and Major Events Management for the Josoor Institute (Supreme Committee for Delivery and Legacy 2022, Qatar); since 2011 he has been the coordinator of the “Programma Executive in Management dello Sport” (PEMS). He has taught in the full-time MBA for the course Managing People in Organizations and he has been the coordinator of HR Leader Programs.

He has worked for and/or advised the following key organizations in Sport: AC Milan, FC Internazionale, FIFA, FIFPro, FIGC, Gazzetta dello Sport, Giro d'Italia, Javier Zanetti, Juventus FC, KPMG Sports Advisory, National Basketball Players Association, NBA, Qatar 2022 – Supreme Committee for Delivery and Legacy, RCS Sport, UEFA, Vero Volley. He has worked for and/or advised the following companies/local authorities: Cementir, Golf Club Castello di Tolcinasco, Mc Donald's, Pirelli, Provincia di Trento.

Within Università Bocconi, he is responsible for the course Sport Business and Management, and he has created the program Bocconi Start Talents to support students' education and sports careers. He was the Director of the Master in Organizzazione & Personale from 2009 to 2014. He is the Faculty referent for the topic Sports Management of the Bocconi Alumni Community. He began his career as a Human Resources Professor and over time his interests and research have expanded and extended to include Sports Management. He has developed solid know-how, a global network and a series of high-impact initiatives, based on his personal innovative approach to sport and management, in which these two dimensions positively influence value creation.

He is an Affiliate Professor at Columbia University where he teaches International Sports Management. He was a Visiting Professor at Rutgers University (New Jersey, USA) in 2008. In addition to this, he works with CIES (FIFA) in Switzerland and with the Sochi Olympic University in Russia. His works have been published on the following journals: Human Resource Management, the International Journal of Human Resource Management, the International Journal of Learning and Intellectual Capital, the Social Enterprise Journal, Strategic HR Review, European Business Review, and Sport, Business, Management: an International Journal.

He won the award for Excellent Research (in 2004 and 2008) and Excellent Teaching (in 2009 and 2011) from Università Bocconi. In 2012 he won the Ghirelli "Libro internazionale dell'anno per il management nel calcio" award organized by FIGC. Since 2010, he has been a member of the board of directors of Consorzio Vero Volley, since 2013 he has been Javier Zanetti's Executive Mentor, since 2017 he has collaborated with NBPA, from 2006 to 2015 he was an Organizational Expert for the UEFA Club Licensing System and Financial Fair Play at FIGC and since 2019 he has collaborated with Golf Club Castello Tolcinasco.

He has been invited to present his research on Leadership, People Strategy and Sports Management in Argentina, South Africa, Poland, Russia, Turkey, Qatar, the United Arab Emirates, the UK and the United States. He has interviewed sports personalities and Olympic medal winners including: A. Agassi, C. Ancelotti, F. Baumgartner, G. Buffon, N. Campriani, S. Djordjevic, M. Granbassi, P. Gravina, H. Hallgrímsson, D. Massaro, D. Peterson, J. Zanetti and M. Webber.

Dino earned a degree in Business Administration from Università Bocconi in 1999 and a Ph.D. in Business Administration from the Università di Bologna in 2003. He carried out the ITP (International Teacher Program) in 2007 at IMD in Lausanne. He is married to Lisa and has a son, Lorenzo. He actively takes part in charity initiatives and he is the president of the Sport4Talent Foundation, a social project for the promotion of sport as an educational tool for children who are live in difficult situations, including in his native city of Taranto.

Teaching domains

Self-Leadership

Team Management

Strategic HR

ARTICLES IN SCHOLARLY JOURNALS

RUTA D., LORENZON L., SIRONI E.

The relationship between governance structure and football club performance in Italy and England
Sport, Business and Management: An International Journal, 2019, vol.10, no. 1, pp.17-37

RUTA D., IMPERATORI B.

Designing a social enterprise. Organization configuration and social stakeholders' work involvement
Social Enterprise Journal, 2015, vol.11, no. 3, pp.321-346

RUTA D., SALA I.

Mentalità Sportiva e People Strategy

Direzione Del Personale - Rivista dell'Associazione Italiana per la Direzione del Personale, 2015, vol.4

RUTA D., PETERSON D.

La leadership è apprendimento nel tempo

Direzione Del Personale - Rivista dell'Associazione Italiana per la Direzione del Personale, 2014, vol.2, pp.58-60

GUENZI P., RUTA D.

Leading teams: Tools and Techniques for Successful Team Leadership from the Sports World

The European Business Review, 8 September, 2013, pp.23-27

RUTA D.

Una nuova leadership del personale

Economia & Management, 2013, vol.5/2013, no. 5, pp.15-23

GUENZI P., RUTA D.

What can business leaders learn from sports leadership?

Strategic Hr Review, 25 November, 2013, vol.13, no. 1

RUTA D.

Dialogo tra HR e linea: idee e azioni per essere (più) strategici

Economia & Management, 2012, vol.4, pp.45-53

RUTA D.

HR portal alignment for the creation and development of intellectual capital

International Journal Of Human Resource Management, 2009, vol.20, no. 3, pp.562-577

RUTA D., MACCHITELLA U.

Fostering intellectual capital through communication technologies: an analysis of knowledge-sharing determinants

International Journal Of Learning And Intellectual Capital, 2008, vol.5, no. 2, pp.123-152

RUTA D.

Il Festival di Sanremo tra Interessi Divergenti e Alchimie Organizzative

Economia & Management, 2006, vol.1, pp.13-24

RUTA D.

The application of change management theory to HR portal implementation in subsidiaries of multinational corporations

Human Resource Management, 2005, vol.44, no. 1, pp.35-53

RESEARCH MONOGRAPHS

PETERSON D., RUTA D.

Per me... numero 1: aneddoti sportivi (e non) per allenarsi da leader

Egea, Milano, Italy, 2013

RUTA D., TURATI C.

Organizzare il Knowledge Management

Egea, Milano, Italy, 2002

PRACTICE-ORIENTED BOOKS

GUENZI P., RUTA D.

Team Leadership: idee e azioni tra sport e management

Egea, Milano, Italy, 2011

EDITED BOOKS

RUTA D., HOLT R. (EDS.)

The Routledge Handbook of Sport and Legacy: Meeting the Challenge of Major Sport Events Routledge, Sport and Leisure studies

Routledge, Taylor and Francis Group, London, Great Britain, 2015

TEXTBOOKS

GUENZI P., RUTA D. (EDS.)

Leading teams: tools and techniques for successful team leadership from the sports world

John Wiley & Sons, United States of America, 2013

CONTRIBUTION TO CHAPTERS, BOOKS OR RESEARCH MONOGRAPHS

RUTA D., FERRARI G., SALVEMINI S.

After so much music: the repositioning of MTV Italia in *The Italian Model of Management. A selection of case studies*

L. Serio (Eds), Greenleaf Publishing, chap. 10, 2016

RUTA D., SALA I.

People Management in Cultural Organizations in *Human Resource Management in Mission Driven Organizations: Lessons in HRM for Managing People in a Values-Driven Company*

C. Brewster, J. L. Cerdin (Eds), Pearson, 2016

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A strategic and pluralistic approach to planning legacy: the case of the Giro d'Italia in *The Routledge Handbook of Sport and Legacy Meeting the Challenge of Major Sports Events*

Holt Richard, Ruta Cataldo (Ed), Routledge, chap. 1, pp.29-45, 2015

RUTA D., SALA I.

Allenare leader «responsabili» in *Responsible Leadership*

M. Magni, F. Pennarola (Eds), Egea, chap. 7, pp.195-211, 2015

RUTA D., MANZONI B.

City Capacity Building - Preparing to Exploit the Legacy of a large-scale Sports Event: The case of Valencia and the 2007 America's Cup in *The Routledge Handbook of Sport and Legacy: Meeting the challenge of major sports events*

Holt Richard, Ruta Cataldo (Eds), Routledge, chap. 16, pp.231-244, 2015

RUTA D., IMPERATORI B., CAVENAGHI J.

The effects of ict on sports fan management in *Social E-Enterprise: Value Creation through ICT*

Teresa Torres-Coronas, Maria-Arantzazu Vidal-Blasco (Eds), IGI Global, pp.243-262, 2013

IMPERATORI B., RUTA D.

The integration of online face-to-face social networking: the need for managerial reconfiguration in *Social Media in Human Resources Management (Advanced Series in Management, Volume 12)*

T. Bondarouk, M. R. Olivas-luján (Eds), Emerald Group Publishing Limited, pp.181-200, 2013

RUTA D.

HR Portal: a tool for contingent and individualized HRM in *Handbook of Research on E-Transformation and Human Resources Management Technologies: Organizational Outcomes and Challenges*

T. Bondarouk, E. Oiry, K. Guiderdoni-Jourdain, H. Ruel (Ed), IGI Global, pp.20-33, 2009

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Torres-Coronas T., Arias-Oliva M. (Ed), IGI Global, pp.428-433, 2009

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Organizational Implications of Managing the HRIS Employee Experience Data di pubblicazione: 2009 in *Encyclopedia of HRIS: Challenges in e-HRM*

Torres-Coronas T., Arias-Oliva M. (Ed), IGI Global, pp.687-692, 2009

RUTA D., IMPERATORI B.

Organizzare una Social Enterprise Venture tra dimensione economica e sociale in *Social Entrepreneurship: Imprese innovative per il cambiamento sociale*

F. Perrini (Eds), Egea, pp.112-137, 2007

RUTA D., IMPERATORI B.

Organizing a Social Enterprise in *The New Social Entrepreneurship: What awaits social entrepreneurial ventures?*

F. Perrini (Eds), Edward Elgar Publishing, pp.105-121, 2006

RUTA D.

Dal pensiero all'azione: implicazioni organizzative per la valorizzazione della Customer Experience in *Organizzazione e Information Technology: Combinare, risorse, persone, tecnologie per nuovi modelli d'impresa*

F. Pennarola (Ed), Egea, pp.211-250, 2005

RUTA D.

Gestire l'introduzione dell'e-learning nei processi di human resources management in *E-learning e piccole*

imprese: analisi di un percorso incompiuto
P. Bielli(Ed), Franco Angeli, pp.195-225, 2005

RUTA D.

Implementare tecnologie e ridisegnare i processi di human resource management: l'esperienza Cisco Systems in *E-learning e piccole imprese: analisi di un percorso incompiuto*
P. Bielli(Ed), Franco Angeli, 2005

RAVASI D., TURATI C., MARCHISIO G., RUTA D.

Learning in entrepreneurial firms: An exploratory study in *Crossroads of Entrepreneurship*
G. Corbetta, M. Huse, D. Ravasi (Eds),Kluwer Academic Publishers, pp.165-184, 2004

RUTA D.

L'Employee Portal per la gestione delle risorse umane: il caso HR@HP in *L'araba fenice: economia digitale alla prova dei fatti*
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CASES IN INTERNATIONAL CASE COLLECTIONS

ANTONELLI L., CIRRINCIONE A., RUTA D.

The Development of the OTT BROADCASTERS the Sports Market: The SKY SPORT and DAZN Cases
2020, The Case Centre, Great Britain

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Hewlett-Packard: Implementing the hr@hp Employee Portal
2005, The Case Centre, Great Britain

OTHER

RUTA D.

Back to the future: sport is an HR affair
2015, Global Sports Jobs

RUTA D., SALA I.

Legacy e Sostenibilità degli Eventi Sportivi
2015, Spaziosport

PREFACES, POSTFACES, SHORT INTRODUCTIONS

RUTA D.

Postfazione - Vincere, ma non solo in *J. Zanetti, Vincere, ma non solo. Crescere nella vita e raggiungere i propri obiettivi*
J.Zanetti(Ed), Bruno Mondadori Editore, 2018

PROCEEDINGS/PRESENTATIONS

TRINCHERO E., BOLCHINI A., RUTA D.

Professional Sport Responsibility and Sustainability: Empirical Inductive Study on Football Clubs

EURAM 2021 Online Conference - 16-18 June, 2021, Montreal, Canada

PALMIERI A., RUTA D., INTRONA B.

Strategic choices in order to maximize revenues in sports events: a cross-case analysis

EURAM 2021 Online Conference - 16-18 June, 2021, Montreal, Canada

RUTA D., LOLLI N., LORENZON L.

The impact of UEFA competitions' prize money on the competitive balance of national football leagues

EURAM 2020 Online Conference - The Business of now: the future starts now - 4-6 December 2020, Trinity College, Ireland

RESEARCH NOTES OR SHORT ARTICLES IN JOURNALS

RUTA D.

Gestire le persone come un capitale: una riflessione sui dati generati dalle persone e sul fatto che non sono sempre dei costi

2005, *Economia & Management*, Milano, Italy

RUTA D.

Il cuoco, il ristorante e l'impresa. Una sfida manageriale tra competenze uniche e attività critiche

2004, *Economia & Management*, Milano, Italy

Grants & Honors

Excellence in Custom Project Award – SDA Bocconi School of Management , 2017

Ghirelli Award "Libro internazionale dell'anno per il management nel calcio" – FIGC , 2012

Best Academy Award – SDA Bocconi School of Management , 2011

Excellence in Teaching Award – Università Commerciale Luigi Bocconi , 2011

Excellence in Teaching Award – Università Commerciale Luigi Bocconi , 2009

Excellence in Research Award – Università Commerciale Luigi Bocconi , 2008

Excellence in Research Award – Università Commerciale Luigi Bocconi , 2004
