

# Paolo Russo

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AFFILIATE PROFESSOR

**Competitive Strategy**

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## Biography

Paolo Russo is Affiliate Professor of Competitive Strategy at SDA Bocconi School of Management, where since 2001, he designed and directed the training program for General Managers.

He is Full professor, of Business Economics, Budget and Budget Analysis at the Faculty of Economics of the Università Cattolica, where he is Scientific Director of the MAA Master - II level University Master in Accounting and Auditing (in partnership with EY).

He is also Adjunct Professor of Competitive Strategy at Università Bocconi.

His research focuses on economic and financial analysis, accounting valuations, company valuation and corporate strategy.

Recently, he has dealt with three main topics: the impact of the buyer's financial condition on the impairment of goodwill and the quality of the acquisition processes; the determinants of shareholder value and their impact on managerial decisions and reward systems; strategy evaluation and techniques to integrate strategic positioning evaluation with strategic change evaluation.

In the early 2000s, he participated in research projects with Franco Modigliani and other professors at MIT (Cambridge, Mass.) On the issues of cost of capital and corporate valuation.

He is the author of numerous books and articles on corporate valuation, business strategy and projects aimed at increasing the value of shares.

He was President of the Commission for the qualifying examination for the profession of Chartered Accountant at the Catholic University of Milan.

He has accumulated extensive professional experience serving family and multinational companies as an advisor in M&A projects and as a general management and property consultant in development and restructuring projects.

Since 2012, he regularly travels to China, where he assists privately owned and government-owned Chinese companies in the process of acquiring Italian companies and in IPO projects in the Chinese stock market.

He graduated in Business Administration from Bocconi University, where he obtained a Ph.D. in Business Administration. He is Certified Public Accountant and retired officer of the Italian Navy, that granted him the sword and the sash of honor as first classified at the 75th AUC / L course at the Naval Academy of Livorno.

## Teaching domains

M&A

Competitive Advantage

## ARTICLES IN SCHOLARLY JOURNALS

RUSSO P.

**The role of profit in state-controlled enterprises**

Economia Aziendale, 1995, vol.14, no. 1, pp.57-72

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## RESEARCH MONOGRAPHS

RUSSO P.

**Posizionamento strategico e risultati aziendali**

Egea, Milano, Italy, 2004

RUSSO P.

**Decisioni aziendali e valore dell'impresa**

Egea, Milano, Italy, 2000

RUSSO P.

**Le determinanti del valore dell'impresa**

Egea, Milano, Italy, 2000

RUSSO P.

**Il controllo dell'attività commerciale. Strumenti di analisi e di responsabilizzazione economico-finanziaria**

Etas Libri, Milano, Italy, 1995

RUSSO P.

**La dimensione economico-finanziaria nel governo dell'impresa. Metodologie e tecniche di analisi**

Egea, Milano, Italy, 1994

RUSSO P.

**Crisi e risanamento nelle imprese a partecipazione statale**

Egea, Milano, Italy, 1991

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## TEXTBOOKS

RUSSO P.

**Introduzione al bilancio. Logica e metodo delle rilevazioni e delle sintesi contabili**

McGraw-Hill Education, Italy, 2023

RUSSO P.

**L'analisi di bilancio**

McGraw-Hill Education, Italy, 2023

RUSSO P.

**Le aziende. Obiettivi, logica ed esperienze nella produzione della ricchezza**

McGraw-Hill Education, Italy, 2023

RUSSO P., CANTÙ E., PETTINICCHIO A., DANIELE M.

**Il bilancio di esercizio**

McGraw-Hill Education, Italy, 2022

CODA V., INVERNIZZI G., RUSSO P.

**La strategia di business**

McGraw-Hill Education, Italy, 2021

CODA V., INVERNIZZI G., RUSSO P.

**La strategia aziendale**

McGraw-Hill Education, Italy, 2017

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## CONTRIBUTION TO CHAPTERS, BOOKS OR RESEARCH MONOGRAPHS

RUSSO P.

**Il vantaggio competitivo di costo e la strategia di leadership di costo** in *Le Strategie Competitive*

G. Invernizzi(Ed), McGraw-Hill Italia, chap. 6, pp.179-187, 2014

RUSSO P.

**La sostenibilità delle strategie competitive di base** in *Le Strategie Competitive*

G. Invernizzi(Ed), McGraw-Hill Italia, chap. 10, pp.226-235, 2014

CODA V., INVERNIZZI G., RUSSO P.

**La strategia aziendale** in *Le strategie competitive*

G. Invernizzi (Eds), McGraw-Hill Education, pp.5-32, 2014

RUSSO P.

**Le Strategie Competitive di base** in *Le Strategie Competitive*

G. Invernizzi(Ed), McGraw-Hill Italia, chap. 5, pp.159-177, 2014

RUSSO P.

**Le strategie di focalizzazione** in *Le Strategie Competitive*

G. Invernizzi(Ed), McGraw-Hill Italia, chap. 8, pp.199-211, 2014

RUSSO P.

**L'analisi di settore** in *Le Strategie Competitive*

G. Invernizzi(Ed), McGraw-Hill Italia, chap. 4, pp.127-157, 2014

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## PROCEEDINGS/PRESENTATIONS

RUSSO P., OLANTE M.

**The share effect: does the form of payment affect acquisitions' rationality?**

*American Accounting Association Annual Meeting - August 6-10, 2011, Denver, United States of America*

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