
FULL PROFESSOR

Corporate Strategy

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Biography

Markus Venzin is a Full Professor at the Department of Management and Technology at Università Bocconi. Since November 2018 he has been the pro-rector for Innovation. At SDA Bocconi he has been Director of ICE – Innovation and Corporate Entrepreneurship Center, since January 2020.

At SDA Bocconi, he has served as the Director of the Strategy and Entrepreneurship Department and as the Director of the Claudio Dematté Research Division. He is actively involved in executive development in a wide range of industries. He also facilitates strategy workshops for top-management teams and offers consulting services to senior executives. He is a frequent speaker at corporate and industry events on such topics as company resilience, internationalization strategies, strategic decision-making dynamics, global knowledge-management systems, and the development of formal planning and control processes in large multinational firms.

His research activities focus mainly on four topics: internationalization strategies, innovation and corporate entrepreneurship, strategy processes in large multinational firms and organizational resilience.

He is the author of numerous books and articles on his topics of interest. His works have been published in *International Business Review*, *Harvard Deusto Business Review*, *Advances and International Management and Economia & Management*, among others. He has held visiting positions and teaching assignments at the University of Michigan, Fudan University (Shanghai), Copenhagen Business School, Essec (Paris), ESADE (Barcelona) and St. Gallen University. He has worked as a strategist in the manufacturing industry, founded his own consulting firm and has served as a member of supervisory and advisory boards of several multinational firms.

Markus earned a degree in Economics from the University of Konstanz, a Ph.D. in Strategy and Organization and a Master in Strategic Management and Organizational Behaviour both from St. Gallen University.

Teaching domains

Strategic & Business Planning

Multinational Companies Management

Growth Strategy

ARTICLES IN SCHOLARLY JOURNALS

VENZIN M.

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RESEARCH MONOGRAPHS

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