

# Andrea Pontiggia

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AFFILIATE PROFESSOR

**Organization Design**

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## Biography

Andrea Pontiggia is an Affiliate Professor of Leadership, Organization and Human Resources at SDA Bocconi School of Management. He is a Full Professor of “Organization Theory and Design”, Department of Management, Università Ca' Foscari (Venice). He is the Co-Director of “International Management to Asia” Lab, Università Ca' Foscari, (Venice).

His collaboration with SDA Bocconi began in 1985. He has conducted several workshops and education and consulting projects in Europe, North and South America and Asia. He is part of the faculties of MBA, EMBA, Executive MBA and MIEM. He has been the deputy director of the Organization and Human Resources Management Group in SDA Bocconi. He designs and manages several programs and courses for domestic and international companies and institutions. He has conducted research, education and consulting projects with some of the leading European economic players in various industries. He is a member of the China Lab at SDA Bocconi.

His research activities focus on global organization, organizational methods and models and the organizational design of structures and processes. Currently, he is working on five main topics: new internationalization strategies of MMNE in emerging markets and organizational assets and structures enabling international exposure (with special focus on the China and Far East economies); execution of “mirroring back” i.e. strategies and contribution of international business to corporate learning and renewal in emerging markets. Open source and property rights (the relationship between innovation strategy and property rights management). Organizational standardization (development and diffusion of standards from an institutional perspective) and organizational innovation, in the adoption and diffusion of new artefacts.

He is the author of numerous books and articles on his topics of interest. His works have been published in the International Journal of Information Management, Computers in Human Behavior and Business Strategy and Information Technology, among others. He is a referee and review editor for several journals, including Organizational Psychology of Frontiers in Psychology and Frontiers in Communication. He is a member of the Scientific Board of Scientific Foundations and Business Schools. He is a member of the scientific committee of the Symbola Foundation. He is a member of European and Italian Scientific Associations. He has been a member of the Board of Directors of the Ca' Foscari Foundation. He has been a visiting scholar and Professor in many universities in Europe, China and the USA. He is one of the founders of the ELIM Research Center, a joint venture between Zhejiang University (Hangzhou, China) and Università Ca' Foscari (Venice). He has been invited to speak at Top Management Meetings on the subject of International Competitive Scenarios and New Organization Forms. He attends some of the major international scientific conferences on Management and Organization as a lecturer, moderator or speaker. In 2017 he was a visiting professor at Harvard University.

Andrea earned an MSc in Economics and Management (with a specialization in Organization) from Università

Bocconi and a Ph.D. in Management from the same university. Semi professional videogamer.

## Teaching domains

Organizational Design

Conflict Management

Strategic HR

Change Management

Negotiation

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## ARTICLES IN SCHOLARLY JOURNALS

PONTIGGIA A., MORBIATO A.

**L'intraducibile diventa una sfida al management**

Economia & Management, 2023, no. 1, pp.51-56

FASANO G., PONTIGGIA A.

**Misurare le Prestazioni al Tempo del Machine Learning**

Sviluppo & Organizzazione, 2023, no. 313

PONTIGGIA A.

**La nuova globalizzazione per le aziende di medie dimensioni: l'innovazione da internazionalizzazione**

Sviluppo & Organizzazione, 2022, vol.303, pp.26-34

PONTIGGIA A., ISARI D., VIRILI F.

**Working with tweets vs. working with chats: An experiment on collaborative problem solving**

Computers in Human Behavior, 2016, vol.58, pp.130-140

PONTIGGIA A., VIRILI F.

**Network effects in technology acceptance: Laboratory experimental evidence**

International Journal of Information Management, 2010, vol.30, no. 1, pp.68-77

PONTIGGIA A., VIRILI F., CARBONE L.

**Gli effetti rete nell'accettazione tecnologica: simulazioni agent-based**

Impresa Ambiente Management, 2010, vol.4, no. 1, pp.53-65

ISARI D., PONTIGGIA A.

**L'inserimento in azienda: una prospettiva di ricerca su pratiche ed esperienze di induction**

Sviluppo & Organizzazione, 2010, vol.239, pp.17-30

PONTIGGIA A., VIRILI F.

**Il turn-around FIAT: diritti, tempi, luoghi del lavoro**

Impresa Ambiente Management, 2007, vol.1, no. 1, pp.21-37

PONTIGGIA A., PAOLETTI F., SOLARI L.

**Efficienza organizzativa e sviluppo della rete distributiva delle aziende di credito**

Bancaria, 1992, vol.9, pp.27-48

PONTIGGIA A.

**L'evoluzione organizzativa delle reti di sportelli bancari**

Sviluppo & Organizzazione, 1992, vol.129, pp.26-38

BAUER B., PONTIGGIA A., ZANZI A. L.

**Crisis Management: alcune ipotesi per una definizione**

Sviluppo & Organizzazione, 1991, vol.128, pp.54

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## RESEARCH MONOGRAPHS

PONTIGGIA A.

**International Human Resources Management and Organization**

McGraw-Hill Education, , 2016

PONTIGGIA A.

**International Organizational Design and Human Resources Management to China**

McGraw-Hill Education, , 2016

PONTIGGIA A., VESCOVI T.

**Panni stesi a Pechino. Esploratori e pionieri in Cina verso una nuova internazionalità**

Egea, Milano, Italy, 2015

PONTIGGIA A.

**Ritratti organizzativi e storie di organizzazione**

Egea, Milano, Italy, 2015

PONTIGGIA A.

**L'impiego efficiente delle tecnologie d'informazione. Apprendimento e cambiamento organizzativo**

Egea, Milano, Italy, 2001

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## EDITED BOOKS

PONTIGGIA A. (ED.)

**Organization, People and Culture: Management to China**

McGraw-Hill Education, , 2020

PONTIGGIA A. (ED.)

**People Management and Organization: An International View**

McGraw-Hill Education, , 2020

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## CONTRIBUTION TO CHAPTERS, BOOKS OR RESEARCH MONOGRAPHS

PONTIGGIA A., VESCOVI T.

**Mirroring Back: How Middle-Sized Multinational Enterprises Innovate by Internationalization** in

*Innovazione e Management: Omaggio a Salvio Vicari*

G. Bertoli, S. Castaldo, P. Cillo, G. Troilo, G. Verona (Eds), Egea, pp.253-268, 2022

PONTIGGIA A.

**Crisi economica e comportamenti illegali delle imprese** in *Crisi economica e comportamenti illegali*

G. Bertin(Ed), Franco Angeli, chap. 2, pp.41-58, 2018

PONTIGGIA A.

**Nuove e necessarie capacità manageriali per affrontare il mercato cinese** in *La Cina non è ancora per tutti*

Barbatelli Cristiana, Cavalieri Renzo(Ed), Edizioni Olivares, pp.123-130, 2015

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**Medium size multinational firms internationalization strategies in China** in *The Globalisation of Chinese*

*Business: Implications for multinational investors*

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**Perché le aziende venete devono puntare ai mercati asiatici** in *Linea diretta con l'Asia: Fare business a Oriente*  
T. Lippiello, R. Orsini, S. Pitingaro, A. Piva (Eds), Edizioni Ca' Foscari, pp.17-30, 2014

PONTIGGIA A.

**Le logiche organizzative per la realizzazione delle strategie di retail e di branding** in *Davanti agli occhi del cliente: branding e retailing del Made in Italy nel mondo*  
G. Aiello(Ed), Aracne Editrice, pp.135-144, 2013

COMACCHIO A., PONTIGGIA A.

**Organizzazioni temporanee e gestione delle risorse: Lezioni dal settore della produzione culturale** in  
*Economia e Management delle aziende di produzione culturali*  
M. Rispoli, G. Brunetti (Eds), Il Mulino, pp.287-307, 2009

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## PROCEEDINGS/PRESENTATIONS

PONTIGGIA A., VESCOVI T.

**Internationalization of middle size multinational enterprises in Chinese markets: mirroring back effects**  
*14th EURAM Conference - Waves and Winds of Strategic Leadership for Sustainable Competitiveness - 4-7 June, 2014, Valencia, Spain*

PONTIGGIA A., VESCOVI T.

**Medium size multinational firms internationalization strategies: when size matters in Chinese markets**  
*13th EURAM conference - 26-29 June, 2013, Istanbul, Turkey*

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## WORKING PAPERS

PONTIGGIA A., HU L., SAVORGNAN M.

**China's human resources development: recent evolution and implications for the global market**  
2013, Working Paper Series

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