
LECTURER

Human Resource Management

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Biography

Marina Puricelli is Lecturer at the Department of Management and Technology at Università Bocconi.

At SDA Bocconi, she is a Senior Professor. She coordinates education projects, research and custom programs for entrepreneurs and for the main entrepreneurial associations. She is management consultant on the following topics: strategic and organizational check-ups in family businesses, generational change and management development. She has also conducted education projects abroad (UK, Chile and Argentina).

Her research activities focus on family SME management, on organizational problems induced by growth, on delegation and succession dynamics in family businesses.

She is the author of numerous books and didactic articles on family SMEs, including: “Organizzare le piccole imprese”, “L’impresa forte” and “Il futuro nelle mani”. She is a member of the scientific committee of Il giornale delle PMI and, for ten years she has edited the column “Storie di straordinaria imprenditorialità” in the journal Economia&Management. She was a Visiting Professor at the Universidad Técnica Federico Santa María (Chile), a Visiting Ph.D. student at the London Business School and she took part in a doctoral studies workshop at the University of Minnesota. For ten years she won the Teaching award from Università Bocconi.

Marina earned a degree in Business Administration from Università Bocconi and a Ph.D. in Business Administration from the Università degli Studi di Bologna. She is married with two children and she divides her time between her working life and time spent with family and friends.

Teaching domains

Organizational Design

Change Management

Team Management

RESEARCH MONOGRAPHS

PURICELLI M.

Il futuro nelle mani

Egea, Milano, Italy, 2016

CONTRIBUTION TO CHAPTERS, BOOKS OR RESEARCH MONOGRAPHS

PURICELLI M.

Rendere forte e organizzata l'impresa agricola in *Agribusiness. Management dell'azienda agricola*
V. Fiorillo, M. Lo Zoppo(Ed), Egea, chap. 2, pp.25-52, 2022

CASES IN INTERNATIONAL CASE COLLECTIONS

PURICELLI M.

Antonio Carcano SpA: Part 1

2019, The Case Centre, Great Britain

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Antonio Carcano SpA: Part 2

2019, The Case Centre, Great Britain

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Antonio Carcano SpA: Part 3

2019, The Case Centre, Great Britain

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Antonio Carcano SpA: Part 4

2019, The Case Centre, Great Britain

Grants & Honors

Teaching Award – Graduate School – Università Commerciale Luigi Bocconi , 2021
