

Guia Beatrice Pirotti

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Competitive Strategy

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Biography

Guia Beatrice Pirotti is an Associate Professor of Practice in Strategy & Operations at SDA Bocconi School of Management. She serves as the Deputy for Research in the Strategy & Operations Area at SDA Bocconi. Additionally, she is a part-time lecturer in Business Strategy at the Department of Management and Technology at Bocconi University.

Guia has previously held the position of External Relations Manager for the Master in Food & Beverage at SDA Bocconi. In SDA Bocconi, she teaches numerous courses in both Italian and English.

Guia has conducted strategy workshops and consulting projects with companies in the food & beverage, retail, pharmaceutical, banking, and insurance sectors. Her research focuses on competitive strategies, internationalization strategies, and scenario planning. She has a specific interest in food management, organizational resilience, purpose and responsible leadership, strategic processes, and business model innovation in mature industries. Recently, her research has delved into the development of social strategy and purpose in BCorps, applied to the food and beverage sector, as well as the study of premiumization in the foodservice industry.

Guia is the author of the book "Il cibo di domani" (Egea, 2018) and "Resilient Organizations: Responsible Leadership in Times of Uncertainty" (Cambridge University Press, 2016). Her works have been published in journals such as *Economia & Management* and *Harvard Deusto*. She was a Visiting Scholar at Emory University in Atlanta, GA, USA, in 2009.

Guia earned her Ph.D. in Business Administration and Management in 2010 and a Bachelor's degree in Economics for Arts, Culture, and Communication in 2003, both from Università Bocconi.

Teaching domains

Business Models

Competitive Advantage

Competitive Intelligence

Competitive Positioning

Scenario Planning

ARTICLES IN SCHOLARLY JOURNALS

SALVEMINI S., PIROTTI G. B., PERIN G., DE LEO C. G.

La tutela della creatività degli chef nel settore dell'Haute Cuisine

Economia & Management, 2022, no. 3, pp.106-111

VERONESI V., PIROTTI G. B., DE ANGELIS CORVI E.

Strategie di successo per l'agroalimentare

Economia & Management, 2021, no. 3, pp.40-43

BRUNI M., PIROTTI G. B., VIZZACCARO M.

Dal prodotto al servizio: competere e crescere nel food & beverage

Economia & Management, 2018, no. 2, pp.73-84

PIROTTI G. B.

L'importanza di essere premium

Economia & Management, 2018, no. 4, pp.35-37

MOSCHI N., PIROTTI G. B., SODA G.

Acquisizioni, alleanze e capitale relazionale: l'impatto sulla resilienza

Economia & Management, 2017, no. 5-6, pp.131-145

VENZIN M., PIROTTI G. B.

Il processo strategico. Come migliorare la capacità di decidere in azienda

Economia & Management, 2015, no. 3, pp.100-111

KLEINE J., PIROTTI G., VENZIN M.

Aceleración de la innovación en las empresas de servicios financieros que se enfrentan al desafío digital

Harvard Deusto Business Review, 2014, vol.2014, no. 240, pp.44-56

PIROTTI G. B., SODA G., NASI G.

La competitività delle aziende italiane. I primi risultati dell'Osservatorio Manager Insight

Economia & Management, 2014, no. 3, pp.95-107

PIROTTI G., VENZIN M.

La resilienza organizzativa delle aziende: come misurarla e rinforzarla per resistere e reagire in tempo di crisi

Economia & Management, 2014, no. 1, pp.59-74

PIROTTI G.

Quando la crisi diventa opportunità e a farsi spazio in Italia è un'azienda cinese: a colloquio con Enrico Ligabue

Economia & Management, 2013, no. 2, pp.75-78

RESEARCH MONOGRAPHS

VENZIN M., PIROTTI G.

Resilient organizations. Responsible leadership in times of uncertainty

Cambridge University Press, Cambridge, Great Britain, 2016

PIROTTI G., VENZIN M.

Resilience. Sette principi per una gestione aziendale sana e prudente

Egea, Milano, Italy, 2014

PRACTICE-ORIENTED BOOKS

PIROTTI G. B.

Il cibo di domani. La crescita del contenuto di servizio nel food & beverage

Egea, Milano, Italy, 2018

CONTRIBUTION TO CHAPTERS, BOOKS OR RESEARCH MONOGRAPHS

PIROTTI G. B.

Internazionalizzare per crescere in *Agribusiness. Management dell'azienda agricola*

V. Fiorillo, M. Lo Zoppo(Ed), Egea, chap. 13, pp.399-413, 2022

VENZIN M., PIROTTI G.

Alla base della responsible leadership: creare aziende resilienti in *Responsible leadership. Creare benessere, sviluppo e performance a lungo termine*

M. Magni, F. Pennarola (Eds),Egea, pp.95-106, 2015

CASES IN INTERNATIONAL CASE COLLECTIONS

PIROTTI G. B.

Parmareggio: A Path Towards Servitization

2018, The Case Centre, Great Britain

VENZIN M., PIROTTI G.

Car Manufacturers and the crisis: how to build resilience

2014, The Case Centre, Great Britain

OTHER

PIROTTI G. B.

Ambidexterity: immaginare il futuro partendo dalla propria identità

2025, Economia & Management Plus, Milano, Italy

PIROTTI G. B.

“Quando alla guida dell’azienda c’è un’idea”, intervista a Fabio Brescacin, co-fondatore e Presidente NaturaSi

2024, Economia & Management Plus, Milano, Italy

VERONESI V., PIROTTI G. B.

Italian Excellence nel food & beverage: Come costruire meraviglia

2019, Economia & Management Plus, Milano, Italy

PROCEEDINGS/PRESENTATIONS

PIROTTI G. B.

The dangers of purity: role categories and individual career outcomes

26th EGOS Colloquium - 1-3 July, 2010, Lisbon, Portugal

RESEARCH REPORTS

ALTOMONTE C., BRIOSCHI A., CARNEVALE MAFFE' C. A., PIROTTI G. B., RIELA S.

Il contributo di Sky Italia alla società e all'economia nazionale

2023, SDA Bocconi, Milano, Italy

ALTOMONTE C., CARNEVALE MAFFE' C. A., DI FRANCESCO M., PIROTTI G. B., RIELA S.

The contribution of the digital B2C marketplaces of Alibaba to the European Economy and the International Sustainable Development of SMEs

2023, SDA Bocconi, Milano, Italy
