

Barbara Alemanni

BANKING AND INSURANCE

AFFILIATE PROFESSOR

Private Banking and Wealth Management

BARBARA.ALEMANNI@UNIBOCCONI.IT

Biography

Barbara Alemanni is an Affiliate Professor of Banking and Insurance at SDA Bocconi School of Management. Since January 2018, she has been the Banking and Insurance Faculty Deputy at SDA Bocconi School of Management. She is a Full Professor of Economics of Financial Intermediaries at the Università di Genova.

At SDA Bocconi, she was a Faculty member in the CEGA and EMBA Master programs (2007-2015) and in the MBA program until 2005. She has conducted several finance and banking workshops and consultancy projects in Europe and Asia with, mainly, the leading players in the banking and finance industry. In addition, she has worked with major domestic and international public organizations.

Her research activities focus on asset management; alternative investments; behavioral finance; securities market microstructure; macrostructure and regulation in securities markets.

She is the author of numerous books and articles on her topics of interest. Her works have been published by major domestic and international publishers (Kluwer, Oxford University Press, Il Mulino, EGEA, ABI editrice) and in *Bancaria*, *Banca e Banchieri*, *Impresa e progetto*, the *European Journal of Finance* and in *Working papers* of Bocconi CAREFIN (Centre for Applied Research on International Markets), among others. She is a member of the editorial board of the magazines *Finanza*, *marketing*, *produzione*, *Forum Bancaria* and *Economia&Management*. She has been appointed one of the Economic Advisors of ESMA. She is a member of the board of directors of the Università di Genova and of Borsa Italiana; in addition she is an MEFOP SpA scientific advisor on behavioral welfare issues.

Barbara earned a degree in Business Administration from Università Bocconi, an MSc in Finance from City University Business School and an ITP (International Teachers Programme) in Aix-en-Provence.

Teaching domains

Investor/Consumer Behaviour

Personal Financial Planning

Financial Regulation

Fintech

Alternative Investments

Latest publications

ALEMANNI B., MOUSAVI S.

Cultural Finance: how is financial information received? in Financial Education and Risk Literacy
R. Viale, U. Filotto, B. Alemanni, S. Mousavi (Eds), Edward Elgar Publishing, chap. 11, pp.181-196, 2021

VIALE R., FILOTTO U., ALEMANNI B., MOUSAVI S. (EDS.)
Financial Education and Risk Literacy
Edward Elgar Publishing, Great Britain, 2021

ALEMANNI B., UBERTI PIERPAOLO
What Are Investors Afraid of? Finding the Big Bad Wolf
International Journal of Financial Studies, 2019, vol.7, no. 3, pp.42

ALEMANNI B.
Fintech nudging: una spinta al benessere finanziario
Economia & Management, 2019, vol.3, pp.78-83

ALEMANNI B.
A Taxonomy of Behavioural Policies in The Behavioural Finance Revolution. A New Approach to Financial Policies and Regulations
R.Viale, S.Mousavi, B.Alemanni, U.Filotto(Ed), Edward Elgar Publishing, chap. 3, 2018

VIALE R., MOUSAVI S., ALEMANNI B., FILOTTO U. (EDS.)
The Behavioural Finance Revolution A New Approach to Financial Policies and Regulations
Edward Elgar Publishing, Great Britain, 2018
