

Beatrice Manzoni

LEADERSHIP, ORGANIZATION AND HUMAN RESOURCES

ASSOCIATE PROFESSOR OF PRACTICE
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Biography

Beatrice Manzoni is an Associate Professor of Practice in the Leadership, Organization & Human Resources Knowledge Group at SDA Bocconi School of Management. She is the Program Director of the HR Management and People Management Executive Open Market programs. She coordinated the Executive Master in Strategic Human Resources Management from 2008 to 2014.

Her research focuses on four areas: 1) fostering creativity and innovation at the individual, team and organizational level; 2) understanding and managing generational differences (values, working styles, learning styles, relationship with technology) in the workplace; 3) managing people and designing employee experiences and HR processes, with a specific focus on creative industries; 4) designing and implementing effective learning experiences, leveraging on innovative learning models and methods.

Her works have been published in *European Management Review*, the *Scandinavian Journal of Management*, the *International Journal of Arts Management*, *Harvard Business Review Italia* and *Economia & Management* and in edited books published by Routledge, Springer, Wiley and Egea. She is also the author of several peer-reviewed teaching cases published in *The Case Centre*.

At Università Bocconi, she is head of the “Project and team management” and “The transformation of cultural sector and art market” courses of the Economics and Management in Arts, Culture, Media and Entertainment program. She is a Visiting Professor at IMT School of Advanced Studies in Lucca within the PhD program in “Analysis and Management of Cultural Heritage”. In 2008 she was a Visiting Professor at Fudan University in China. She takes part in international academic conferences, such as EGOS (European Group of Organisation Studies) and ARCOM (Association of Researchers in Construction Management).

Beatrice earned a BSc and MSc in Economics and Management in Arts, Culture, Media and Entertainment from Università Bocconi, a BSc in Architecture from the Politecnico di Milano and a PhD in Construction and Project Management from University College London (UCL). She has also attended professional courses, such as Coaching (International Coach Academy, 2020), Leading for Creativity (IDEO, 2018), Constructive Collaboration (Kellogg School of Management, 2014) and the Art & Craft of Discussion Leadership Workshop (Harvard Business School, 2011). In 2018 she won the Teaching Innovation Award at Università Bocconi.

Teaching domains

Employee Experience

Performance Management

Team Leadership

Unconscious Bias

Latest publications

MANZONI B., MAGNI F., MANNUCCI P.

Creatività in Azienda. Strategie e tecniche per produrre idee originali e utili

Egea, Milano, Italy, 2021

MAGNI FEDERICO, MANZONI B.

Generational Differences in Workers' Expectations: Millennials Want More of the Same Things

European Management Review, 2020, vol.17, no. 4, pp.901-914

MAGNI F., MANZONI B.

When Thinking inside the Box Is Good: The Nuanced Relationship between Conformity and Creativity

European Management Review, 2020, vol.17, no. 4, pp.961-975

MAGNI F., MANZONI B.

La Generazione Z in arrivo nel mercato del lavoro: a cosa dà importanza e cosa si aspetta dalle aziende?

Harvard Business Review Italia, April, 2020

CAPORARELLO L., CIRULLI FEDERICA, MANZONI B.

Designing a Self-regulated Online Learning Course Using Innovative Methods: A Case Study in Methodologies and Intelligent Systems for Technology Enhanced Learning, 9th International Conference

Rosella Gennari, Pierpaolo Vittorini, Fernando De la Prieta, Tania Di Mascio, Marco Temperini, Ricardo Azambuja Silveira, Demetrio Arturo Ovalle Carranza (Eds), Springer International Publishing, pp.121-128, 2020

CAPORARELLO L., MANZONI B., TRABELSI L.

(Digital) Learning Models and Organizational Learning Mechanisms: Should Organizations Adopt a Single Learning Model or Multiple Ones? in Exploring digital ecosystems: Organizational and human challenges

Lazazzara A., Ricciardi F., Za S. (Eds), Springer, pp.179-191, 2020

Grants & Honors

Teaching Innovation Award - Università Commerciale Luigi Bocconi , 2018
