

Guia Beatrice Pirotti

Competitive Strategy

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Curriculum Vitae

Guia Beatrice Pirotti is Associate Professor of Practice of Strategy and Entrepreneurship at SDA Bocconi School of Management. She is Contract Professor in Business Strategy, at the Management and Technology Department at Bocconi University.

She is SDA Bocconi Editor for the SDA Bocconi Case Collection, The Case Centre Collection and Ivey Collection. In SDA Bocconi, she has run many Italian and English courses. She conducted strategy workshops and strategy consulting projects with enterprises operating in the food & beverage, banking, energy, pharmaceutical and automotive industry.

Her research activities focus on servitization, organizational resilience, responsible leadership, strategic planning and business models' innovation in mature industries. Currently, she is developing a research project on servitization with a particular focus in food and beverage industry.

She wrote the book "Resilient Organizations: Responsible Leadership in Times of Uncertainty", Cambridge University Press (2016). Her works have been published in *Economia & Management* and *Harvard Deusto*. She is reviewer for *E&M*, *Academy of Management Journal* and for *The Case Centre*. She regularly writes for the column "Tips from the top" in *Ideas of Management on Strategy and Entrepreneurship*. She was Visiting Scholar at Emory University in Atlanta, GA, USA in 2009. She won the award for the Best Thesis Pier Daniele Melegari at the Milan Chamber of Commerce in 2005.

Guia earned a Ph.D. in Business Administration and Management in 2010 and a Degree in Economics of Art, Culture and Communication in 2003 both at Bocconi University.

Publications

Books

- Pirotti G.B., Venzin M., “Resilient Organizations: Responsible Leadership in Times of Uncertainty”, Cambridge University Press, 2016
- M. Venzin and G. Pirotti, “Alla base della responsible leadership: creare aziende resilienti”, in: M. Magni and F. Pennarola, “Responsible Leadership”, Milano, Egea, 2015, pp. 95-106
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- PIROTTI, G. B. - "Il cibo di domani. La crescita del contenuto di servizio nel food & beverage" - 2018, Egea, Milano, Italy

Articles

- Kleine J., Pirotti G.B, Venzin M. Aceleración de la innovación en las empresas de servicios financieros que se enfrentan al desafío digital, Harvard Deusto, 2014
- Pirotti G.B., Venzin M., 2014. Come le aziende possono resistere e reagire in tempo di crisi: misurare e rinforzare la resilienza organizzativa, Economia & Management, n.1
- Venzin M., Pirotti G.B., 2014. Il processo strategico: come migliorare la capacità di decidere in azienda, Economia & Management (forthcoming)
- Pirotti G.B, Soda B., Nasi G. 2014. La competitività vista dalle imprese, Economia & Management, n. 3
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- NASI, G., G.PIROTTI, G.SODA, "La competitività delle aziende italiane. I primi risultati ell'Osservatorio Manager Insight", Economia & Management, 2014

Other publications

- Pirotti G.B., Venzin M., 2013. Car Manufacturers and the crisis: how to build resilience, The case centre
- Column: Tips from the top, Ideas of Management on Strategy and Entrepreneurship, SDA Bocconi School of Management
- PIROTTI, G. B. - "Parmareggio: A Path Towards Servitization" - 2018, The Case Centre