

Laura Baruffaldi

LEADERSHIP, HUMAN RESOURCES AND DIGITAL TECHNOLOGIES

ASSOCIATE PROFESSOR OF PRACTICE
Leadership

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Biography

Laura Baruffaldi is an Associate Professor of Practice in Leadership, Organization & Human Resources at SDA Bocconi School of Management. She has been collaborating with SDA Bocconi since 2018 and is involved in teaching activities in open market initiatives and commissioned programs on topics such as leadership, stress management, communication and assertiveness, and generational dynamics in organizational contexts.

Her research activities and the design of new managerial development content and formats focus on four main areas: 1) building and developing self-leadership; 2) developing creative leadership capable of facing the challenges of innovation and change; 3) analyzing and developing skills to promote and support the integration of professional and personal spheres; 4) understanding and analyzing generational differences for the creation of intergenerational value.

She has written numerous articles and book chapters on these topics and is the author of the book "Leading Millennials: Conoscere le nuove generazioni per costruire collaborazioni di successo in azienda" ("Leading Millennials: Understanding the new generations to build successful collaborations in the company"). She presented a working paper titled "A Study on Work-Family Enrichment: How Do Leaders Enrich Employees' Family Lives?" at the Academy of Management Annual Meeting in 2018. At Bocconi University, she serves as an Adjunct Professor in the Department of Management and Technology.

Laura completed her Doctorate in Research in Organizational Behavior at the IE Business School in Madrid in 2018, specializing in topics such as leadership, work-life integration, and individual motivation. She graduated in 2010 with a master's degree in Marketing Management from Bocconi University and worked within the Department of Management and Technology at Bocconi University for two years (2010-2012) on issues related to environmental and social sustainability.

Teaching domains

Self-Leadership

Assertive Communication

Leadership

Latest publications

BARUFFALDI L., CASATI P.

Engagement: comprendere le diversità generazionali e creare valore

Harvard Business Review Italia, March, 2023, pp.110-111

PASTOR J., BARUFFALDI L.

The Role of Regulatory Focus on a Peer-Feedback Process: A Longitudinal Study with MBA Students

Academy of Management Learning & Education, 2021, vol.20, no. 4, pp.539–561

ALBERTI D., BARUFFALDI L., PANIGATI S., PINUCCI I.

Come si arriva al top. Profilo dei CEO italiani - How To Get To The Top. A Profile of Italian CEOs

Economia & Management, 2019, no. 3, pp.58-63

BARUFFALDI L.

Leading Millennials: Conoscere le nuove generazioni per costruire collaborazioni di successo in azienda.

Egea, Milano, Italy, 2019

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Gestire le nuove generazioni in *Essere Leader - Collana Il Management*

F. Castellucci(Ed), Egea, chap. 4, 2019

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A Study on Work-Family Enrichment: How Do Leaders Enrich Employees' Family Lives?

Academy Of Management Proceedings, no. 1, 2018, United States of America
