

Luciano Munari

Banking and Insurance

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Curriculum Vitae

SDA Fellow

Degree in Business Administration, Bocconi University, Milan, 1973

Coordinator of Marketing and Competitive Strategy area in SDA Bocconi Banking and Insurance Department (1983-1995)

Coordinator of Banking Control area in SDA Bocconi Banking and Insurance Department (1980-1983)

Academic position and/or Professional activities

Full Professor of Bank Management, University of Parma (until November, 2015)

Research Interests

- CRM
- Competitive Strategy
- Performance management in Banking

