

# Mara Bergamaschi

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## Public Management and Policy

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## Curriculum Vitae

SDA Fellow

Degree in Economics and Business Administration (major: Finance), Bocconi University, Milan, 1990

Vice Director of Public Management and Policy Department (2003-2006)

## Academic position and/or Professional activities

Associate Professor, Department of Management, Economics and Quantitative Methods, Bergamo University

## Research Interests

- Management systems in health organizations: governance, planning and control, strategic cost management, process re-engineering, performance measurement and management, innovation, intangibles and value creation
- Marketing and branding in business and consumer markets
- Management of service industries with a particular focus on professional services

