

# Paolo Morosetti

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Entrepreneurship & Family Business

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## Curriculum Vitae

Paolo Morosetti is Senior Lecturer of Strategy and Entrepreneurship at SDA Bocconi School of Management. He is Contract Professor in Corporate Strategy at Bocconi University.

At SDA Bocconi, he was Director of the Strategic and Entrepreneurial Management Department and Director of the Executive MBA form 2007 since 2014. He directed the Executive Education Division at SDA Bocconi Asia Center in Mumbai. He conducted numerous strategy workshops and research and training projects about strategic management in Europe, Middle East and India with businesses operating in secondary and financial sector.

His research activities focus on growth strategies, decision make models and processes to use and implement corporate strategy decisions and the management of family businesses. He is currently investigating various issues, among which the creation of value through core business growth; diversification processes of family businesses; generational shift in favor of the generation of millennials.

Author of numerous essays and teaching cases in Corporate Strategy and Family Business courses. He was Visiting Professor at The European Institute of Purchasing Management (EIPM). He also holds positions as Administrative Adviser in medium-sized Italian family businesses operating in the fields of chemistry, logistics, engineering and textiles He regularly cooperates with the AIDAF (Alberto Falck Chair in Family Business) at Bocconi University and with the international association Family Business Network International (FBN-I). He is a member of the Family Firm Institute.

Paolo earned a Degree in Business Administration at Bocconi University.

## Publications

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## Books and Monographs

- Airoldi G., Morosetti P., Preti P., Puricelli M., Visconti F., Così l'impresa muove e vince. Le mosse strategiche per la competitività: trenta casi a confronto. Rapporto di ricerca, Osservatorio Assolombarda Bocconi 2008
- Morosetti P., Zona F., Strategie ed errori. La lezione Enron, EGEA, 2005
- Mazzola P., Morosetti P., Il caso Winterthur Unipol: dalla ristrutturazione alle sfide della crescita, EGEA, 2003
- Morosetti P. (a cura di), Raccolta di letture di Strategia e Politica Aziendale, EGEA, 2003
- MOROSETTI, P., G.CORBETTA - "Le vie della crescita. Corporate strategy e diversificazione del business" - 2018, Egea

## Other Publications

- Morosetti P., L'individuazione del core business, Letture per il corso di Corporate Strategy, 2015
- Morosetti P., La crescita attorno al core business, Letture per il corso di Corporate Strategy, 2015
- Morosetti P., L'impresa familiare in Italia e nel mondo: rilevanza, performance e sfide, Background Notes, 2010
- MOROSETTI, P., "Dall'Iran con Resilienza", Economia & Management, 2017
- MOROSETTI, P., "Doing business in Iran", Economia & Management, 2017

## Related Articles

LIVE

### Decision-making under uncertainty: the leadership factor

AUTHORS

P. MOROSETTI

REQUIRED TIME

53 MIN

Leadership

VIEW ALL

## Director

SENIOR LEADERSHIP PROGRAM

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LANGUAGE	ENGLISH
TOTAL DURATION	5 DAYS
START DATE	9 Sep 2021
END DATE	8 Oct 2021