

Giuliana Baldassarre

Lecturer



Knowledge Group: Government, Health and Not for Profit

Research Domains: Welfare and Social Innovation

Teaching Domains: Collaborative Partnership, Social Innovation Design, Strategic Management in Health Care Organizations, Measuring Public Value and Impact

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Biography

Giuliana Baldassarre is a Lecturer in Government, Health & Not for Profit at SDA Bocconi and a researcher at CERGIS (Research Center on the Management of Health and Social Care).

Her collaboration with SDA Bocconi began in 2003 with the coordination of the Master in Management of Social Enterprises, Non-Profit, and Cooperatives (NP&Coop), and from 2015 to 2017, she served as the director of the same master. She was the director of the "Manager of Social Enterprises and Non-Profit" program at SDA Bocconi from 2009 to 2022. She has managed research and training projects for important non-profit organizations.

As the author of essays and articles on her areas of expertise, her works have been published in sector journals such as *Economia & Management* and *Impresa Sociale*. She is the author of the book "Personal Fundraising and Crowdfunding" and serves as a reviewer for the *Journal Azienda Pubblica*. Her research focuses on the sustainability of non-profit organizations, the evaluation of the impacts of various interventions in the social field, and the strategic repositioning of third-sector entities.

Giuliana earned her Bachelor's degree in Economics from Università La Sapienza in Rome and completed her Master in Management of Cooperative and Non-Profit Organizations at SDA Bocconi.

Research Monographs

Personal fundraising e crowdfunding: nuove prospettive per il fundraising online

ANZIVINO, A., G. BALDASSARRE - "Personal fundraising e crowdfunding:nuove prospettive per il fundraising online" - 2015, Egea, Milano

Articles in Scholarly Journals

Gli incubatori sociali in Italia

BALDASSARRE, G., F. GIORDANO, L. MICHELINI, F. PERRINI, "Gli incubatori sociali in Italia", *Economia & Management*, 2015, no. 6, pp. 17-28

Al di là degli obblighi di legge: l'inserimento al lavoro di persone con disabilità intellettiva

BALDASSARRE, G., M. RAFFAGLIO, "Al di là degli obblighi di legge: l'inserimento al lavoro di persone con disabilità intellettiva", *Economia & Management*, 2013, no. 6, pp. 31-48

Le collaborazioni tra imprese e aziende non profit: alcune riflessioni sul caso italiano

ANZIVINO, A., G. BALDASSARRE, "Le collaborazioni tra imprese e aziende non profit: alcune riflessioni sul caso italiano", *Quaderni di Economia Sociale*, 2013, vol. 2

Dal non profit al social business

ANZIVINO, A., G. BALDASSARRE, C. R. IOVINO, "Dal non profit al social business", *Quaderni di Economia Sociale*, 2012, vol. 1

Contribution to Chapters, Books or Research Monographs

Il social business plan

BALDASSARRE, G., "Il social business plan" in *Economia e management delle aziende non profit e delle imprese sociali.*, F. Bandini (Ed.), CEDAM, pp. 255-284, 2013

La governance dell'impresa sociale. Le diverse modalità di partecipazione degli stakeholders

BALDASSARRE, G., "La governance dell'impresa sociale. Le diverse modalità di partecipazione degli stakeholders" in *Economia e management delle aziende non profit e delle imprese sociali.*, F. Bandini (Ed.), CEDAM, pp. 85-105, 2009

Proceedings/Presentations

Model of governance of social enterprise, cooperatives and non profit organizations

ANZIVINO, A., G. BALDASSARRE, "Model of governance of social enterprise, cooperatives and non profit organizations" in XVII IRSPM Conference: Public Sector Responses To Global Crisis - April 12-13, 2013, Prague, Czech Republic

The stakeholder engagement in governance of social enterprise

ANZIVINO, A., G. BALDASSARRE, "The stakeholder engagement in governance of social enterprise" in XVII IRSPM Conference: Public Sector Responses To Global Crisis - April 12-13, 2013, Prague, Czech Republic

CSR and Staff Involvement: the evaluation of the partnership

ANZIVINO, A., G. BALDASSARRE, "CSR and Staff Involvement: the evaluation of the partnership" in X ISTR International Conference: "Democratization, Marketization and the Third Sector" - July 10-13, 2012, Siena, Italy

Model of governance of social enterprise, cooperatives and non profit organizations

ANZIVINO, A., G. BALDASSARRE, "Model of governance of social enterprise, cooperatives and non profit organizations" in XVI IRSPM Conference: Contradictions In Public Management Managing In Volatile Times - April 11-13, 2012, Rome, Italy

Il valore dell'impresa sociale nella provincia di Milano

ANZIVINO, A., G. BALDASSARRE, C. R. IOVINO, "Il valore dell'impresa sociale nella provincia di Milano" in IRIS Network 2011: Colloquio Scientifico Annuale sull'Impresa Sociale - V Ed. - May 20-21, 2011, Milano, Italy

Innovation in the partnership between businesses and NGOs or social enterprises

ANZIVINO, A., G. BALDASSARRE, F. BANDINI, "Innovation in the partnership between businesses and NGOs or social enterprises" in 3rd EMES International Research Conference on Social Enterprise: "Social innovation through social entrepreneurship in civil society" - July 4-7, 2011, Roskilde, Denmark

Research Notes or short Articles in Journals

Fare impresa sociale: non solo una questione di forma

BALDASSARRE, G., F. GIORDANO, "Fare impresa sociale: non solo una questione di forma", Economia & Management, 2011, no. 3, pp. 64-65

Stakeholder engagement e impresa sociale

BALDASSARRE, G., A. ANZIVINO, "Stakeholder engagement e impresa sociale", Economia & Management, 2011, no. 3, pp. 66-67