

# Beatrice Bauer

Associate Professor of Practice



**Knowledge Group:** Leadership, Human Resources and Digital Technologies

**Research Domains:** Leadership

**Teaching Domains:** Change Management, Leadership, Managerial Ethics  
and Responsible Leadership, Self-Leadership

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## Biography

Bauer Beatrice is an Associate Professor of Practice of Leadership, Organization & Human Resources at SDA Bocconi School of Management.

She has thirty years experience in the design and coordination of business courses for the development of leadership skills functional to the ongoing social and organizational changes. In particular, given her multicultural background, she has worked with large multinational companies in Italy and abroad.

She has collaborated with SDA Bocconi since 1988 and has developed education programs on management topics using innovative teaching methods: Cognitive behavioral modification in times of substantial change, Leadership and team building to address complex and problematic situations, developing motivation for change, assertiveness, stress, health and psychosomatic illnesses, organizational change and the development of a motivational organization environment, empowerment processes in changing companies, Positive Psychology and Positive Leadership.

She created and managed (from 1992 to 2003) the Center for teaching and learning of Università Bocconi professors and students.

As a psychologist and psychotherapist she has carried out research, education and therapy in Italy and abroad on health and stress issues for which she received an honor from the Register of Psychologists. Her focus is aimed at people (managers, doctors, athletes) who have to perform highly in times of great stress, such as athletes before the Olympics.

She is the author of numerous publications on the topics of assertiveness, leadership and management of people in times of corporate crisis or personal difficulty and an invited speaker to more than 300 national and international conferences. She has been a member of the Advisory Board Wellbusiness, Luxembourg since 2017, a member of the steering committees of two international associations of psychologists and physicians and a founding member of the AIAMC Italian association which, since 1978, has trained cognitive

behavioural psychotherapists and for which she is a lecturer and supervisor.

She is a Registered Psychologist specialized in Behavior Modification at the University of Minnesota, Minneapolis, USA, and has been involved in education courses and collaborations with institutions in Germany, England and Canada and the USA.

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## Other

### **Youth seeking more balance**

BAUER, B., "Youth seeking more balance", Via Sarfatti 25, 2024, no. 2, pp. 38-39

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## Articles in Scholarly Journals

### **La leadership aziendale di fronte alla sfida di nuove conflittualità**

BAUER, B., A. DI SILVESTRO, "La leadership aziendale di fronte alla sfida di nuove conflittualità", Economia & Management, 2022, no. 4, pp. 107-111

### **La Leadership abrasiva**

BAUER, B., "La Leadership abrasiva", Economia & Management, 2017, no. 2, pp. 38-42

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## Contribution to Chapters, Books or Research Monographs

### **Becoming a Positive Leader: The Challenge of Change**

BAUER, B., "Becoming a Positive Leader: The Challenge of Change" in New leadership in strategy and communication., Pfeffermann N. (Ed.), Springer, pp. 245-269, 2020

### **Introduzione - Una leadership positiva per guidare i Millenials**

BAUER, B., "Introduzione - Una leadership positiva per guidare i Millenials" in Leading millenials. Conoscere le nuove generazioni per costruire collaborazioni di successo in azienda., L. Baruffaldi (Ed.), Egea, pp. 10-15, 2019