

Andrea Pontiggia

Affiliate Professor



Knowledge Group: Leadership, Human Resources and Digital Technologies

Research Domains: Organization Design

Teaching Domains: Organizational Design, Conflict Management, Strategic HR, Change Management, Negotiation

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Biography

Andrea Pontiggia is an Affiliate Professor of Leadership, Organization and Human Resources at SDA Bocconi School of Management. He is a Full Professor of “Organization Theory and Design”, Department of Management, Università Ca' Foscari (Venice). He is the Co-Director of “International Management to Asia” Lab, Università Ca' Foscari, (Venice).

His collaboration with SDA Bocconi began in 1985. He has conducted several workshops and education and consulting projects in Europe, North and South America and Asia. He is part of the faculties of MBA, EMBA, Executive MBA and MIEM. He has been the deputy director of the Organization and Human Resources Management Group in SDA Bocconi. He designs and manages several programs and courses for domestic and international companies and institutions. He has conducted research, education and consulting projects with some of the leading European economic players in various industries. He is a member of the China Lab at SDA Bocconi.

His research activities focus on global organization, organizational methods and models and the organizational design of structures and processes. Currently, he is working on five main topics: new internationalization strategies of MMNE in emerging markets and organizational assets and structures enabling international exposure (with special focus on the China and Far East economies); execution of “mirroring back” i.e. strategies and contribution of international business to corporate learning and renewal in emerging markets. Open source and property rights (the relationship between innovation strategy and property rights management). Organizational standardization (development and diffusion of standards from an institutional perspective) and organizational innovation, in the adoption and diffusion of new artefacts.

He is the author of numerous books and articles on his topics of interest. His works have been published in the International Journal of Information Management, Computers in Human Behavior and Business Strategy and Information Technology, among others. He is a referee and review editor for several journals, including

Organizational Psychology of Frontiers in Psychology and Frontiers in Communication. He is a member of the Scientific Board of Scientific Foundations and Business Schools. He is a member of the scientific committee of the Symbola Foundation. He is a member of European and Italian Scientific Associations. He has been a member of the Board of Directors of the Ca' Foscari Foundation. He has been a visiting scholar and Professor in many universities in Europe, China and the USA. He is one of the founders of the ELIM Research Center, a joint venture between Zhejiang University (Hangzhou, China) and Università Ca' Foscari (Venice). He has been invited to speak at Top Management Meetings on the subject of International Competitive Scenarios and New Organization Forms. He attends some of the major international scientific conferences on Management and Organization as a lecturer, moderator or speaker. In 2017 he was a visiting professor at Harvard University.

Andrea earned an MSc in Economics and Management (with a specialization in Organization) from Università Bocconi and a Ph.D. in Management from the same university. Semi professional videogamer.

Articles in Scholarly Journals

L'intraducibile diventa una sfida al management

PONTIGGIA, A., A. MORBIATO, "L'intraducibile diventa una sfida al management", *Economia & Management*, 2023, no. 1, pp. 51-56

Misurare le Prestazioni al Tempo del Machine Learning

FASANO, G., A. PONTIGGIA, "Misurare le Prestazioni al Tempo del Machine Learning", *Sviluppo & Organizzazione*, 2023, no. 313

La nuova globalizzazione per le aziende di medie dimensioni: l'innovazione da internazionalizzazione

PONTIGGIA, A., "La nuova globalizzazione per le aziende di medie dimensioni: l'innovazione da internazionalizzazione", *Sviluppo & Organizzazione*, 2022, vol. 303, pp. 26-34

Working with tweets vs. working with chats: An experiment on collaborative problem solving

PONTIGGIA, A., D. ISARI, F. VIRILI, "Working with tweets vs. working with chats: An experiment on collaborative problem solving", *Computers in Human Behavior*, 2016, vol. 58, pp. 130-140

Network effects in technology acceptance: Laboratory experimental evidence

PONTIGGIA, A., F. VIRILI, "Network effects in technology acceptance: Laboratory experimental evidence", *International Journal of Information Management*, 2010, vol. 30, no. 1, pp. 68-77

L'inserimento in azienda: una prospettiva di ricerca su pratiche ed esperienze di induction

ISARI, D., A. PONTIGGIA, "L'inserimento in azienda: una prospettiva di ricerca su pratiche ed esperienze di induction", *Sviluppo & Organizzazione*, 2010, vol. 239, pp. 17-30

Gli effetti rete nell'accettazione tecnologica: simulazioni agent-based

PONTIGGIA, A., F. VIRILI, L. CARBONE, "Gli effetti rete nell'accettazione tecnologica: simulazioni agent-based", *Impresa Ambiente Management*, 2010, vol. 4, no. 1, pp. 53-65

Il turn-around FIAT: diritti, tempi, luoghi del lavoro

PONTIGGIA, A., F. VIRILI, "Il turn-around FIAT: diritti, tempi, luoghi del lavoro", Impresa Ambiente Management, 2007, vol. 1, no. 1, pp. 21-37

Efficienza organizzativa e sviluppo della rete distributiva delle aziende di credito

PONTIGGIA, A., F. PAOLETTI, L. SOLARI, "Efficienza organizzativa e sviluppo della rete distributiva delle aziende di credito", Bancaria, 1992, vol. 9, pp. 27-48

L'evoluzione organizzativa delle reti di sportelli bancari

PONTIGGIA, A., "L'evoluzione organizzativa delle reti di sportelli bancari", Sviluppo & Organizzazione, 1992, vol. 129, pp. 26-38

Crisis Management: alcune ipotesi per una definizione

BAUER, B., A. PONTIGGIA, A. L. ZANZI, "Crisis Management: alcune ipotesi per una definizione", Sviluppo & Organizzazione, 1991, vol. 128, pp. 54

Contribution to Chapters, Books or Research Monographs

Mirroring Back: How Middle-Sized Multinational Enterprises Innovate by Internationalization

PONTIGGIA, A., T. VESCOVI, "Mirroring Back: How Middle-Sized Multinational Enterprises Innovate by Internationalization" in Innovazione e Management: Omaggio a Salvio Vicari., G. Bertoli, S. Castaldo, P. Cillo, G. Troilo, G. Verona (Eds.), Egea, pp. 253-268, 2022

Crisi economica e comportamenti illegali delle imprese

PONTIGGIA, A., "Crisi economica e comportamenti illegali delle imprese" in Crisi economica e comportamenti illegali., G. Bertin (Ed.), Franco Angeli, chap. 2, pp. 41-58, 2018

Nuove e necessarie capacità manageriali per affrontare il mercato cinese

PONTIGGIA, A., "Nuove e necessarie capacità manageriali per affrontare il mercato cinese" in La Cina non è ancora per tutti., Barbatelli Cristiana, Cavalieri Renzo (Eds.), Edizioni Olivares, pp. 123-130, 2015

Medium size multinational firms internationalization strategies in China

PONTIGGIA, A., T. VESCOVI, "Medium size multinational firms internationalization strategies in China" in The Globalisation of Chinese Business: Implications for multinational investors., Robert Taylor (Ed.), Elsevier, pp. 80-108, 2014

Perché le aziende venete devono puntare ai mercati asiatici

PONTIGGIA, A., T. VESCOVI, "Perché le aziende venete devono puntare ai mercati asiatici" in Linea diretta con l'Asia: Fare business a Oriente., T. Lippiello, R. Orsini, S. Pitingaro, A. Piva (Eds.), Edizioni Ca' Foscari, pp. 17-30, 2014

Le logiche organizzative per la realizzazione delle strategie di retail e di branding

PONTIGGIA, A., "Le logiche organizzative per la realizzazione delle strategie di retail e di branding" in Davanti agli occhi del cliente: branding e retailing del Made in Italy nel mondo., G. Aiello (Ed.), Aracne Editrice, pp. 135-144, 2013

Organizzazioni temporanee e gestione delle risorse: Lezioni dal settore della produzione culturale

COMACCHIO, A., A. PONTIGGIA, "Organizzazioni temporanee e gestione delle risorse: Lezioni dal settore della produzione culturale" in Economia e Management delle aziende di produzione culturali., M. Rispoli, G. Brunetti (Eds.), Il Mulino, pp. 287-307, 2009

Edited Books

Organization, People and Culture: Management to China

PONTIGGIA, A. (Ed.), "Organization, People and Culture: Management to China" - 2020, McGraw-Hill Education

People Management and Organization: An International View

PONTIGGIA, A. (Ed.), "People Management and Organization: An International View" - 2020, McGraw-Hill Education

Research Monographs

International Human Resources Management and Organization

PONTIGGIA, A. - "International Human Resources Management and Organization" - 2016, McGraw-Hill Education

International Organizational Design and Human Resources Management to China

PONTIGGIA, A. - "International Organizational Design and Human Resources Management to China" - 2016, McGraw-Hill Education

Ritratti organizzativi e storie di organizzazione

PONTIGGIA, A. - "Ritratti organizzativi e storie di organizzazione" - 2015, Egea, Milano, Italy

Panni stesi a Pechino. Esploratori e pionieri in Cina verso una nuova internazionalità

PONTIGGIA, A., T. VESCOVI - "Panni stesi a Pechino. Esploratori e pionieri in Cina verso una nuova internazionalità" - 2015, Egea, Milano, Italy

L'impiego efficiente delle tecnologie d'informazione. Apprendimento e cambiamento organizzativo

PONTIGGIA, A. - "L'impiego efficiente delle tecnologie d'informazione. Apprendimento e cambiamento organizzativo" - 2001, Egea, Milano, Italy

Proceedings/Presentations

Internationalization of middle size multinational enterprises in Chinese markets: mirroring back effects

PONTIGGIA, A., T. VESCOVI, "Internationalization of middle size multinational enterprises in Chinese markets: mirroring back effects" in 14th EURAM Conference - Waves and Winds of Strategic Leadership for Sustainable Competitiveness - 4-7 June, 2014, Valencia, Spain

Medium size multinational firms internationalization strategies: when size matters in Chinese markets

PONTIGGIA, A., T. VESCOVI, "Medium size multinational firms internationalization strategies: when size matters in Chinese markets" in 13th EURAM conference - 26-29 June, 2013, Istanbul, Turkey

Working Papers

China's human resources development: recent evolution and implications for the global market

PONTIGGIA, A., L. HU, M. SAVORGNAN - "China's human resources development: recent evolution and implications for the global market" - 2013, Working Paper Series