

Marina Puricelli

Lecturer



Knowledge Group: Leadership, Human Resources and Digital Technologies

Research Domains: Human Resource Management

Teaching Domains: Organizational Design, Change Management, Team Management

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Biography

Marina Puricelli is Lecturer at the Department of Management and Technology at Università Bocconi and in the 'Leadership, Human Resources and Digital Technologies' Knowledge Area at SDA Bocconi School of Management.

At SDA Bocconi she coordinates education projects, research and custom programs for entrepreneurs and for the main entrepreneurial associations.

She is management consultant on the following topics: strategic and organizational check-ups in family businesses, generational change and management development. She has also conducted education projects abroad (UK, Chile and Argentina).

Her research activities focus on family SME management, on organizational problems induced by growth, on delegation and succession dynamics in family businesses.

She is the author of numerous books and didactic articles on family SMEs, including: "Organizzare le piccole imprese", "L'impresa forte" and "Il futuro nelle mani". She is a member of the scientific committee of Il giornale delle PMI and, for ten years she has edited the column "Storie di straordinaria imprenditorialità" in the journal Economia&Management. She was a Visiting Professor at the Universidad Técnica Federico Santa María (Chile), a Visiting Ph.D. student at the London Business School and she took part in a doctoral studies workshop at the University of Minnesota. For ten years she won the Teaching award from Università Bocconi.

Marina earned a degree in Business Administration from Università Bocconi and a Ph.D. in Business Administration from the Università degli Studi di Bologna. She is married with two children and she divides her time between her working life and time spent with family and friends.

Articles in national/international newspapers

Una istruzione aperta al mondo delle piccole aziende

PURICELLI, M., "Una istruzione aperta al mondo delle piccole aziende", Il Sole 24 Ore, 8 October 2024

Articles in Scholarly Journals

Un triennio complesso che porta con sé problemi e opportunità

PURICELLI, M., "Un triennio complesso che porta con sé problemi e opportunità", Economia & Management, 2023, no. 1, pp. 63-66

Contribution to Chapters, Books or Research Monographs

Rendere forte e organizzata l'impresa agricola

PURICELLI, M., "Rendere forte e organizzata l'impresa agricola" in Agribusiness. Management dell'azienda agricola., V. Fiorillo, M. Lo Zoppo (Eds.), Egea, chap. 2, pp. 25-52, 2022

Strutture organizzative

PURICELLI, M., "Strutture organizzative" in Fondamenti di Organizzazione Aziendale., S. Salvemini (Ed.), Egea, chap. 14, pp. 381-415, 2017

Cases in International Case Collections

Antonio Carcano SpA: Part 1

PURICELLI, M. - "Antonio Carcano SpA: Part 1" - 2019, The Case Centre, Great Britain

Antonio Carcano SpA: Part 2

PURICELLI, M. - "Antonio Carcano SpA: Part 2" - 2019, The Case Centre, Great Britain

Antonio Carcano SpA: Part 3

PURICELLI, M. - "Antonio Carcano SpA: Part 3" - 2019, The Case Centre, Great Britain

Antonio Carcano SpA: Part 4

PURICELLI, M. - "Antonio Carcano SpA: Part 4" - 2019, The Case Centre, Great Britain

Research Monographs

Il futuro nelle mani

PURICELLI, M. - "Il futuro nelle mani" - 2016, Egea, Milano, Italy

L'impresa forte. Un manifesto per le piccole imprese

PRETI, P., M. PURICELLI - "L'impresa forte. Un manifesto per le piccole imprese" - 2007, Egea, Milano, Italy

Organizzare le piccole imprese. Storie e casi aziendali

PURICELLI, M. - "Organizzare le piccole imprese. Storie e casi aziendali" - 2007, Egea, Milano, Italy

Edited Books**La gestione delle PMI**

PRETI, P., M. PURICELLI (Eds.), "La gestione delle PMI" - 2008, Il Sole 24 Ore, Milano, Italy