

Laura Baruffaldi

Associate Professor of Practice



Knowledge Group: Leadership, Human Resources and Digital Technologies

Research Domains: Leadership

Teaching Domains: Assertive Communication, Leadership, Self-Leadership

laura.baruffaldi@unibocconi.it

Biography

Laura Baruffaldi is an Associate Professor of Practice in Leadership, Organization & Human Resources at SDA Bocconi School of Management. She has been collaborating with SDA Bocconi since 2018 and is involved in teaching activities in open market initiatives and commissioned programs on topics such as leadership, stress management, communication and assertiveness, and generational dynamics in organizational contexts.

Her research activities and the design of new managerial development content and formats focus on four main areas: 1) building and developing self-leadership; 2) developing creative leadership capable of facing the challenges of innovation and change; 3) analyzing and developing skills to promote and support the integration of professional and personal spheres; 4) understanding and analyzing generational differences for the creation of intergenerational value.

She has written numerous articles and book chapters on these topics and is the author of the book "Leading Millennials: Conoscere le nuove generazioni per costruire collaborazioni di successo in azienda" ("Leading Millennials: Understanding the new generations to build successful collaborations in the company"). She presented a working paper titled "A Study on Work-Family Enrichment: How Do Leaders Enrich Employees' Family Lives?" at the Academy of Management Annual Meeting in 2018. At Bocconi University, she serves as an Adjunct Professor in the Department of Management and Technology.

Laura completed her Doctorate in Research in Organizational Behavior at the IE Business School in Madrid in 2018, specializing in topics such as leadership, work-life integration, and individual motivation. She graduated in 2010 with a master's degree in Marketing Management from Bocconi University and worked within the Department of Management and Technology at Bocconi University for two years (2010-2012) on issues related to environmental and social sustainability.

Articles in Scholarly Journals

Engagement: comprendere le diversità generazionali e creare valore

BARUFFALDI, L., P. CASATI, "Engagement: comprendere le diversità generazionali e creare valore", Harvard Business Review Italia, March 2023, pp. 110-111

The Role of Regulatory Focus on a Peer-Feedback Process: A Longitudinal Study with MBA Students

PASTOR, J.-C., L. BARUFFALDI, "The Role of Regulatory Focus on a Peer-Feedback Process: A Longitudinal Study with MBA Students", Academy of Management Learning & Education, 2021, vol. 20, no. 4, pp. 539–561

Come si arriva al top. Profilo dei CEO italiani - How To Get To The Top. A Profile of Italian CEOs

ALBERTI, D., L. BARUFFALDI, S. PANIGATI, I. PINUCCI, "Come si arriva al top. Profilo dei CEO italiani - How To Get To The Top. A Profile of Italian CEOs", Economia & Management, 2019, no. 3, pp. 58-63

Other

#ABOUTLEADERSHIP: Come posso esserti d'aiuto?

BARUFFALDI, L., "#ABOUTLEADERSHIP: Come posso esserti d'aiuto?", SDA Bocconi Insight, 19 January 2022

#ABOUTLEADERSHIP: Fujifilm: una leadership a 360°

BARUFFALDI, L., "#ABOUTLEADERSHIP: Fujifilm: una leadership a 360°", SDA Bocconi Insight, 26 January 2022

#ABOUTLEADERSHIP: Quel tanto atteso successo!

BARUFFALDI, L., "#ABOUTLEADERSHIP: Quel tanto atteso successo!", SDA Bocconi Insight, 2 February 2022

#ABOUTLEADERSHIP: Benessere...ovvero?

BARUFFALDI, L., "#ABOUTLEADERSHIP: Benessere...ovvero?", SDA Bocconi Insight, 9 February 2022

#ABOUTLEADERSHIP: E se il capo è più giovane?

BARUFFALDI, L., "#ABOUTLEADERSHIP: E se il capo è più giovane?", SDA Bocconi Insight, 16 February 2022

#ABOUTLEADERSHIP: Se solo facessero quello che gli dico di fare!

BARUFFALDI, L., "#ABOUTLEADERSHIP: Se solo facessero quello che gli dico di fare!", SDA Bocconi Insight, 2 March 2022

#ABOUTLEADERSHIP: A lezione da Zelensky

BARUFFALDI, L., "#ABOUTLEADERSHIP: A lezione da Zelensky", SDA Bocconi Insight, 14 March 2022

#ABOUTLEADERSHIP: Amici al lavoro: maneggiare con cura!

BARUFFALDI, L., "#ABOUTLEADERSHIP: Amici al lavoro: maneggiare con cura!", SDA Bocconi Insight, 28 March 2022

#ABOUTLEADERSHIP: “Comando e Controllo” o “Alleanza e Collaborazione”?

BARUFFALDI, L., "#ABOUTLEADERSHIP: “Comando e Controllo” o “Alleanza e Collaborazione”?", SDA Bocconi Insight, 11 April 2022

#ABOUTLEADERSHIP: Obiettivi: dall'ispirazione all'azione!

BARUFFALDI, L., "#ABOUTLEADERSHIP: Obiettivi: dall'ispirazione all'azione!", SDA Bocconi Insight, 26 April 2022

#ABOUTLEADERSHIP: E se poi lo scoprono?

BARUFFALDI, L., "#ABOUTLEADERSHIP: E se poi lo scoprono?", SDA Bocconi Insight, 9 May 2022

#ABOUTLEADERSHIP: Casa-lavoro: il beneficio c'è!

BARUFFALDI, L., "#ABOUTLEADERSHIP: Casa-lavoro: il beneficio c'è!", SDA Bocconi Insight, 23 May 2022

#ABOUTLEADERSHIP: Eureka!

BARUFFALDI, L., "#ABOUTLEADERSHIP: Eureka!", SDA Bocconi Insight, 6 June 2022

#ABOUTLEADERSHIP: Una leadership autentica: intervista a Fabio Comba

BARUFFALDI, L., "#ABOUTLEADERSHIP: Una leadership autentica: intervista a Fabio Comba", SDA Bocconi Insight, 20 June 2022

#ABOUTLEADERSHIP: AAA cercasi noia

BARUFFALDI, L., "#ABOUTLEADERSHIP: AAA cercasi noia", SDA Bocconi Insight, 19 September 2022

#ABOUTLEADERSHIP: Siamo pronti per il metaverso?

BARUFFALDI, L., "#ABOUTLEADERSHIP: Siamo pronti per il metaverso?", SDA Bocconi Insight, 3 October 2022

#ABOUTLEADERSHIP: Cercatori di talento non si nasce

BARUFFALDI, L., "#ABOUTLEADERSHIP: Cercatori di talento non si nasce", SDA Bocconi Insight, 19 October 2022

#ABOUTLEADERSHIP: Insoddisfazione e conoscenza in-finita (parte 1)

BARUFFALDI, L., "#ABOUTLEADERSHIP: Insoddisfazione e conoscenza in-finita (parte 1)", SDA Bocconi Insight, 14 November 2022

#ABOUTLEADERSHIP: Insoddisfazione e conoscenza in-finita (parte 2)

BARUFFALDI, L., "#ABOUTLEADERSHIP: Insoddisfazione e conoscenza in-finita (parte 2)", SDA Bocconi Insight, 28 November 2022

#ABOUTLEADERSHIP: Guardare indietro per guardare avanti

BARUFFALDI, L., "#ABOUTLEADERSHIP: Guardare indietro per guardare avanti", SDA Bocconi Insight, 12 December 2022

Practice-Oriented Books

Leading Millennials: Conoscere le nuove generazioni per costruire collaborazioni di successo in azienda.

BARUFFALDI, L. - "Leading Millennials: Conoscere le nuove generazioni per costruire collaborazioni di successo in azienda." - 2019, Egea, Milano, Italy

Contribution to Chapters, Books or Research Monographs

Gestire le nuove generazioni

BARUFFALDI, L., "Gestire le nuove generazioni" in Essere Leader - Collana Il Management., F. Castellucci (Ed.), Egea, chap. 4, 2019

Proceedings/Presentations

A Study on Work-Family Enrichment: How Do Leaders Enrich Employees' Family Lives?

BARUFFALDI, L., "A Study on Work-Family Enrichment: How Do Leaders Enrich Employees' Family Lives?" in Academy Of Management Proceedings, no. 1, 2018, United States of America