

PAROLINI CINZIA

Born in Monza (MB) on 27/1/1959

Resident in Milan - Italy

CURRICULUM VITAE

UNDERGRADUATE AND POSTGRADUATE EDUCATION

1983 Degree in Business Administration from "Luigi Bocconi" University, Milan.

1986 ITP course (International Teachers Programme), HEC-ISA Centre, Jouy en Josas, Paris.

ACADEMIC CAREER

- 1994 to 1998, Researcher in Management studies at Bocconi University.
- 1998 to 2000, Professor of Strategy at the University of Italian Switzerland in Lugano
- 1998 to 2002, Associate Professor of Management at Bocconi University
- 2001 to 2002 member of the Research Committee of Bocconi University
- Since 1994, collaboration with the Business School of Bocconi University (SDA Bocconi), carrying out research, coordination and teaching activities in executive and master courses.
- Since November 2002, Full Professor of Management at the University of Modena and Reggio Emilia (UNIMORE), Faculty of Economics
- Since 2002, Contract professor of Management at Bocconi University
- 2009 to 2013, Director of the Master Degree Course "Management and Business Consulting", University of Modena and Reggio Emilia
- 2013 to 2015 Director of the Master Programme "Managing in Emerging Markets", University of Modena and Reggio Emilia
- Since 2015, Responsible for the China Study Tour at the Department of Economics, University of Modena and Reggio Emilia

TEACHING ACTIVITY

- Since the beginning of her university career, she has taught Management first at Bocconi University and then at the Faculty of Economics of the University of Modena and Reggio Emilia.
- Since the early 1990s, lecturer of Strategy and Business Planning.
- Since 2020 member of the Distance Learning Commission of the UNIMORE Department of Economics.
- Member of the planning committee for the Master degree course 'Data Analysis for Economics and Management' for the UNIMORE Department of Economics.

AREAS OF INTEREST AND RESEARCH

- High-tech companies
- Digital business models
- Strategy and analysis of industry dynamics in sectors undergoing redefinition
- Business start-up and business plan
- Global strategies and FDI

LIST OF MOST RELEVANT PUBLICATIONS

1. *Le imprese ad alta tecnologia. Profili imprenditoriali e manageriali*, Franco Angeli, 1991.
2. *Diventare imprenditori. Dal Business Plan all'avvio di una nuova impresa*, Edizione Sole 24 Ore, 1991. Edizioni aggiornate nel 2002 e nel 2006.
3. *Rete del valore e strategie aziendali*, Milano, EGEA, 1996
4. *Scelte di economia aziendali*, (con Susanna Di Martino), Il Mulino, 1998
5. *The Value Net*, Chichester, John Wiley And Sons, 1999
6. *E-business, una introduzione*, Milano, Egea, 2001
7. *E-business nelle imprese tradizionali*, Milano, Egea, 2002
8. Imprese e tecnologie digitali: la rete avanza, (con Andreina Mandelli), in Dematté-Biffi, *L'Araba Fenice: Economia Digitale alla Prova dei Fatti*, Milano, Etas Libri, 2003
9. *Metamanagement del Turismo Urbano*, Egea, Milano, 2005
10. G. Airoldi, G. Brunetti, V. Coda, *Corso di Economia Aziendale*, Il Mulino, 2005, Autrice dei paragrafi 11,1, 11.4, 11.5, 12.1, 12.3, e del capitolo 18
11. Le Strategie, in R. Ferraris Franceschi (a cura di), *Pianificazione e Controllo. Volume I. Sistemi di management e logiche di funzionamento*, G. Giappichelli Editore, Torino, 2007
12. P. Dubini, F. Montanari, A. Cirrincione, Management delle aziende culturali, Capitolo "Le misure dell'economicità" (con P. Dubini), Egea 2017 (anche in versione inglese)
13. P. Dubini, F. Montanari, A. Cirrincione, Management of Cultural Firms, Capitolo "The Drivers of Financial Results", Egea 2017
14. *Business Planning: dall'idea al progetto imprenditoriale*, Pearson, Milano, 2011, terza edizione 2020
15. *Should We Fear or Hope for Chinese Acquisitions? Evidence from Italy*, (con S. Paba), DEMB Working Paper Series, n. 182, December 2020.
16. *Business planning. Turning an Idea into a Reality*, KDP, 2021

NON-ACADEMIC ACTIVITIES

- Mentor for entrepreneurial teams incubated at Bocconi University (in Speed Mi Up until 2019 and in B4i from 2020)
- From 2014 to 2019 Independent member of the Board of Directors in Triboo Media Spa

Aware of the criminal sanctions in the case of untrue declarations, drawing or use of false documents, referred to in Article 76 of Presidential Decree 445/2000, I declare that the above is true. Pursuant to Legislative Decree No. 196/2003, I also declare that I am informed that the personal data collected will be processed, including by computer, solely for the procedure for which this declaration is made and that the undersigned has all the rights provided for in Title II of the same legislative decree.

