

CURRICULUM VITAE

Irene Dagnino

PERSONAL INFORMATION

Address: Bocconi University, via Rontgen, 1 – 20136 Milan, Italy
E-mail: irene.dagnino@unibocconi.it
Telephone: +39 02 58362522
Nationality: Italian
Date and place of birth: 15/5/1979, Milano (Italy)
Languages: Italian (native), English (fluent), French (intermediate)

EDUCATION

2015 PhD in Management, Università Cattolica del Sacro Cuore, Milano
2003 Laurea Degree (B.A. and M.Sc.) in Management, Bocconi University, Milano (Final grade:
 110/110 cum laude)
1998 Maturità scientifica, Liceo Scientifico “G. Gandini”, Lodi

PREVIOUS EMPLOYMENT POSITION

Since 2007 Lecturer in Strategy, Department of Management and Technology, Bocconi University, Milano
2005-17 Affiliate professor, Area Strategie e Imprenditorialità, SDA Bocconi School of Management
2003-07 Adjunct professor of business administration, business strategy and business plan at Bocconi
 University, Milan.
2005-07 Adjunct professor of business plan at Università della Valle d’Aosta, Aosta
2004-05 Teaching assistant in the Management Department - Università Cattolica del Sacro Cuore,
 Piacenza

TEACHING ACTIVITY

Bocconi University, Milano

Undergraduate

Since 2005 “Business administration” course
Since 2007 “Business strategy” course
Since 2007 “Business Plan” course

Graduate

Since 2009 “Business administration” course and “Business planning” course - Master in Organizzazione e
 Personale (MasterOP)
Since 2016 “Business administration” course - Master in Economia e Management dei Trasporti, della
 Logistica e delle Infrastrutture (MEMIT)
Since 2019 “Setting Corporate Entrepreneurship Strategies” module - “Business Game” of the MSc in
 Management
2010-13 “Marketing, markets and companies” course - Master in Marketing e Comunicazione (MIMEC)
2008-11 Master in Project & Information Management (MAPRIM): “Business administration” course

Undergraduate – Summer School

Since 2019 “Entrepreneurship Lab” - Summer School Undergraduate

SDA Bocconi, Milano

Master

- 2006-14 "Business plan" course (2006-11) and "Strategic Management Accounting" course (2006-09) - Master in Strategia Aziendale (MISA)
- 2010-12 "Business plan" course - Master in Fine Food and Beverage (MFFB)
- 2007-08 "Business plan" course - Master in Piccole e Medie Imprese (MPI)

Executive:

- 2006-18 Adjunct professor in the executive open program "Business plan: programma intensivo"
- 2006-18 Adjunct professor in custom programs

Università della Valle d'Aosta, Aosta

Undergraduate

- 2005-07 "Business planning" - elective

TEACHING AWARDS

- June 2023 Teaching award (academic year 2021-22)– Bocconi University
- June 2019 Teaching award (academic year 2017-18)– Bocconi University
- Feb 2017 Teaching award (academic year 2015-16)– Bocconi University
- July 2015 Teaching award (academic year 2013-14)– Bocconi University
- Apr 2010 Award "Case of the year 2009", SDA Bocconi

CASES AND TEACHING MATERIALS

- Dagnino I. (2023) – Multimedia case "Casavo's entrepreneurial journey", – in cooperation with Built – Bocconi University
- Dagnino I., Roca Batllori E. (2023) - "Dinamiche di settore e cambiamento strategico: il caso IQOS" – Bocconi University
- Dagnino I. (2022) – Exercises on building financial forecasts and calculating the Break-Even-Point for the launch of a restaurant chain – Bocconi University
- Dagnino I. (2021) – Exercises on estimating the financial requirements for a new business venture – Bocconi University
- Dagnino I. (2020) "Smart War: Apple, Huawei e Xiaomi nel settore degli smartphone nel 2020" –Bocconi University
- Dagnino I. (2019) "Decisioni e risultati: esercitazione sulla simulazione degli effetti economici delle scelte di ristrutturazione aziendale post Covid-19 di una compagnia area" – Bocconi University
- Dagnino I. (2018) "Glovo 2.0: pivoting to a new business model" – Bocconi University
- Dagnino, I. (2017) "Strategie di ingresso e di attacco al leader: il caso Ryanair" – Bocconi University
- Dagnino I. (2016) "Apple nel settore degli smartphone – 2016", Bocconi University
- Dagnino, I. (2016) "L'Erbolario e la "democratizzazione della bellezza"", Bocconi University
- Dagnino, I. Russo, P. (2016) "Il settore delle sedute per aerei", SDA Bocconi
- Dagnino, I. Roca Batllori, E.(2015) Starbucks in USA, Bocconi University
- Dagnino, I. (2015) "L'economicità e il bilancio di esercizio: il caso Paste Italiane", in *Casi di management* (Dagnino I., Misani N., Perrini F., Vurro, C. a cura di), EGEA 2016
- Dagnino, I. (2015) "Il settore della pasta in Italia", in *Casi di management* (Dagnino I., Misani N., Perrini F., Vurro, C. a cura di), EGEA 2016
- Dagnino I. (2014) "Apple nel 2014", Bocconi University
- Dagnino I. (2014) "Il settore degli smartphone nel 2014", Bocconi University
- Dagnino I., Zattoni A., (2011) "Caso Poste Italiane", SDA Bocconi

- Dagnino I. (2010), "Il vantaggio competitivo e la sua sostenibilità: riuscirà Nokia a essere davvero "smart"?", in *Economia Aziendale e Gestione delle Imprese: Casi ed Esercitazioni* (Dagnino I., Misani N., Montemerlo D., a cura di), EGEA, 2010
- Dagnino I. (2010), "Caso Edsor", Bocconi University
- Dagnino I. (2008) "Star Wars: Samsung, LG e Sony nel settore dei televisori LCD nel 2008", in *Strategia e Politica Aziendale - Casi* (Dagnino I., a cura di) EGEA, 2008 - vincitore del premio "Case of the Year 2009" assegnato da SDA Bocconi.
- Dagnino I., Parolini C., (2008), "Caso New Open A, B e C", SDA Bocconi
- Dagnino I., Parolini C., (2006), "Caso Direct Cast", SDA Bocconi
- Dagnino I. (2004), "Caso Firenze", SDA Bocconi, ECCH collection.
- Dagnino I. (2004), "Caso Parma e Parmigianino", Bocconi University
- Dagnino I. (2004), "Caso GEOX: un'idea di ampio respiro?", Università Cattolica del Sacro Cuore, Piacenza
- Dagnino I. (2004), "Caso Jobs", Università Cattolica del Sacro Cuore, Piacenza
- Dagnino I., Depperu D. (2003), "Caso multimediale Banca Popolare di Sondrio", Bocconi University, *Economia Aziendale e gestione delle Imprese*, Il Mulino, 2005

INSTITUTIONAL ROLES AND SERVICES IN BOCCONI

- Since 2013 Deputy Director of the MSc in International Management, Bocconi University. Milano
- Since 2017 Member of the Teaching Committee of the Department of Management and Technology, Bocconi University, Milano
- Since 2017 Member of the Thesis Orientation Service of the Department of Management and Technology, Bocconi University, Milano

RESEARCH PROJECT

- 2023 Analysis of the structural characteristics and competitive dynamics of the residential real estate sector in Italy, Bocconi University
- 2016 Analysis of the competitive dynamics in the aircraft seating industry, SDA Bocconi
- 2015 Research on the multimarket competition in the fashion retailing industry, PhD, Università Cattolica del Sacro Cuore, Milano
- 2011 Research by Enter Bocconi research center financed by Farindustria: "The pharmaceutical industry in Italy in 2011: positioning and growth factors"
- 2010 Research by Enter Bocconi research center financed by Farindustria: "The Italian pharmaceutical industry on the international scene in 2010: current trends and business strategies".
- 2005 Research financed by Formaper Lombardia: "Analysis of the birth and death rates of new businesses in five European regions (Rhone-Alpes, Baden-Wurtemberg, Fiandre, Catalonia and Lombardia)".
- 2004 Research financed by Fondazione Cariplo: analysis of the design, organization and management of temporary exhibitions and evaluation of the impact that major events can have on the economic development of local areas.
- 2003 Research financed by Assindustria Firenze: evaluation of the competitive positioning of the city of Florence in the tourism sector and identification of potential areas for improvement.

INTERNATIONAL EXPERIENCES

- 2010 - 15 Lecturer in the Bocconi Campus Abroad programs
- 2015: American University di Dubai, Emirati Arabi Uniti
- 2013: University of Technology di Sydney, Australia
- 2012: Fudan University di Shanghai, Cina
- 2012: American University di Dubai, Emirati Arabi Uniti
- 2010-2011: Indian School of Business di Hyderabad, India

2005

Visiting scholar at University of North Carolina, Chapel Hill (NC)

PUBLICATIONS

Dagnino, I., Misani, N., Perrini, F., Vurro, C. 2016, *Casi di management*, Milano, EGEA, 2016

Dagnino, I. "Multimarket competition e strategie internazionali: evidenze nel settore del fashion retailing". Tesi di Dottorato - Ciclo XXVII – Università Cattolica del Sacro Cuore – Milano, 2015

Dagnino I., Misani N., Montemerlo D. (a cura di), *Economia Aziendale e Gestione delle Imprese: Casi ed Esercizi*, Milano, EGEA, 2012

Dagnino I., "L'impiego della simulazione nello sviluppo dei business plan", in *Economia Aziendale & Management: scritti in onore di Vittorio Coda* (a cura di Airoidi G., Brunetti G., Corbetta G. e Invernizzi G.), Università Bocconi Editore 2010, ISBN 978-88-8350-162-3

Dagnino I. (a cura di), *Strategia e Politica Aziendale - Casi*, Milano, EGEA, 2008

OTHER NON-ACADEMIC ACTIVITIES

1997-02 Flute teacher - Accademia Musicale "F. Gaffurio", Lodi

1997 Conservatory diploma - flute, Conservatorio "A. Peri", Reggio Emilia