

Luigi Proserpio

Associate Professor of management and technology @ Bocconi.

Founder of BETA (Bocconi Education and Teaching Alliance), Bocconi's lab on teaching and learning methodologies.

Until 2016, Delegate rector for teaching and learning innovation.

Creator of methodologies for technology based learning as well as simulations and business games. Member of the Board of Academy of Management Learning & Educations, the Journal of Management Education and of the Journal of Management Inquiry.

Former director of the SDA learning lab. Paper published on Research Policy, Academy of Management Learning & Education, Journal of Product Innovation Management and others. Lectures (master level) on technology mediated communication, organizational behaviour, distance learning and organizational change through information technology. PhD in management at Università Bocconi. Visiting scholar at Carnegie Mellon University, Pittsburg.

Research interests:

Technological start-ups, hypergrowth (scale-ups), Digital Business Transformation, Communicating and teaching through technologies, People Management, Organizational Design.

Relevant Publications:

-Magni M., Maruping L.M., Hoegl M., Proserpio L., 2013, "Managing the Unexpected Across Space: Improvisation, Dispersion, and Performance in NPD Teams", Journal of Product Innovation Management

-Magni, M., Paolino, C., Cappetta, R., Proserpio L., 2013, "Diving Too Deep: How Cognitive Absorption and Group Learning Behavior Affect Individual Learning", Academy of Management Learning and Education, Vol. 12, 51-69

-Proserpio L., 2011, "Comportamenti digitali. Essere giovani ed essere vecchi ai tempi di Internet", Egea, Milano

-Magni M., Provera B., Proserpio L., Hoegl M., 2009, "Team-level antecedents of individual improvisation in information systems development projects", Research Policy, 33, p. 1153-1165; ISSN: 0048-7333 (Elsevier, London, UK)

-Proserpio L., Gioia D.A., 2007, "Teaching the virtual generation", Academy of Management Learning and Education, 6, p. 69-80; ISSN: 1537-260X, AOM Publications, Briarcliff Manor, NY, USA)

-Hoegl M., Ernst H., Proserpio L., 2007, "How teamwork matters more as team Member Dispersion increases", Journal of Product Innovation Management, 24, p.156-165; ISSN 0737-6782, Blackwell Publishing, Malden, USA

-Hoegl M., Proserpio L., 2004, "Team member proximity and teamwork in innovative projects", Research Policy, 33, p. 1153-1165; ISSN: 0048-7333, Elsevier, London, UK