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Director of the Master in Human Resources Management
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OTHER ACADEMIC POSITIONS

Since 2014 Associate Professor of Organization Theory
School of Economics, Management & Statistics
University of Bologna

2004 – 2006 Visiting Professor and Research Assistant
Ross School of Business University of Michigan

EDUCATION

2005 Ph.D in Management

1995 – 2001 degree in Business Economics and Work organization
University of Bologna

PRINCIPAL PUBLICATIONS

Morandin G., Bergami M., Bagozzi R.P., 2015. The second generation of the laddering methodology and its use in studying decision making. In Ghorbani A. & Takhar A., *Market research methodologies: multi-method and qualitative approaches*, pp. 199-217. Hershey PA, USA: IGI Global

Morandin G., Bergami M., 2014. Schema-based sensemaking of the decision to participate and its effect on job performance. *European Management Review*, 11 (1): 5-20

Morandin G., Bagozzi R. P., Bergami M., 2013. Brand community membership and the construction of meaning. *Scandinavian Journal of Management*, 29 (2): 173-183

Marzocchi G. L., Morandin G., Bergami M., 2013. Brand communities: loyal to the community or to the brand? *European Journal of Marketing*, 47 (1/2): 93-114

Bagozzi R. P., Bergami M., Marzocchi G. L., Morandin G., 2012. Customer-organizational relationships: development and test of a theory of extended identities. *Journal of Applied Psychology*, 97 (1): 63-76

Bergami M., Monti A., Morandin G., 2012. Leadership in a combination of continuity and strategic change: building a new identity. In Bergami M., Celli P. L., Soda G., *National monopoly to successful multinational: the case of Enel*, pp. 118-135. New York: Palgrave Macmillan.

Morandin G. 2012. *Goal setting and goal striving in organizational participation*. Bologna: Edizioni Pendragon.

Morandin G., Bergami M., 2009. Under-stress organizations: the emotional resource. *European Journal of Management*, 9 (2): 154-165

Morandin G., Bergami M., Bagozzi R.P., 2007. The motivation of entrepreneurs toward private equity financing: a laddering approach, in *Starting up and growing new ventures: the role of the financial community*, B. Clarysse, J. Roure e T. Schamp (Eds.). Cheltenham (UK), Edward Elgar Publishing, pp. 77-90

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