

Silvia Bruzzi

Associate professor

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Education and training

Graduation in Economics

110/110 cum laude

University of Pavia - Pavia - IT

Master in International Finance

University of Pavia - Almo Collegio Borromeo - Pavia - IT

PhD in Business Administration

University of Pavia - Pavia - IT

Academic experience

1998 - 2006

Researcher in Management

University of Pavia - Pavia - IT

2006 - 2012

Associate Professor in Management

University of Salerno - Salerno - IT

2012 - ONGOING

Associate Professor in Management

University of Genoa - Genoa - IT

Teaching activity

“Marketing”, Business Administration (Bachelor Degree), Dept. of Economics, Social Sciences, University of Genova (a.a. 2013/2014; 2014/2015; 2015/2016; 2016/2017; 2017/2018; 2018/2019).

“Operations Management”, Management (Master Degree), Dept. of Economics, Social Sciences, University of Genova (a.a. 2013/2014; 2014/2015; 2015/2016; 2016/2017; 2017/2018; 2018/2019).

“Marketing (advanced)”, Management (Master Degree), Dept. of Economics, Social Sciences, University of Genova (a.a. 2012/2013).

“Tourism Marketing”, Economics (Bachelor Degree), Dept. of Economics, Social Sciences, University of Genova (a.a. 2012/2013).

“Business Administration”, Faculty of Medicine, University of Pavia (a.a. 2011/2012; 2012/2013; 2013/2014; 2014/2015).

“Business Economics”, Faculty of Medicine, University of Pavia (a.a.

2011/2012; 2012/2013; 2013/2014; 2014/2015).

“Management”, Faculty of Pharmacy, University of Salerno (a.a. 2006/2007; 2007/2008; 2008/2009; 2009/2010; 2010/2011; 2011/2012).

Research interests

Research activity, performed both as scientific coordinator and as member of research groups and testified by numerous publications and presentations at national and international conferences and seminars, concerns the following topics:

- 1) healthcare: research projects concern governance and management of healthcare services in the framework of the European healthcare systems, performance measurement, innovation. She was Leader of a European Module – European Commission Action Jean Monnet on “European Integration and Social Services: the Case of Health Systems”, University of Pavia (awarded in 2003), where she incorporated research findings in her training activities. The quality of her work was also recognized by public bodies as Silvia Bruzzi acted as Expert for public institutions in the framework of the Italian healthcare system reform and as President of the Evaluation Performance Unit of ASL Salerno (2011-2014), supervising the introduction of the first performance measurement and evaluation system;
- 2) nonprofit sector: research activity is focused on the role of nonprofit organisations in the US and EU, according to both the institutional and managerial perspective, in order to understand its role and performance in different contexts. Silvia Bruzzi was awarded by the International Council for Canadian Studies and the Ministry for Foreign Affairs and International Trade, Ottawa (Canada) for a project on “The subsidiarity principle and the non-profit organisations in the healthcare systems reform processes: the case of Canada” (a.y. 2001-2002), developed as Visiting Researcher at the Centre d'Etudes en Transformation des Organisations of the Ecole de Hautes Etudes Commerciales of the Université de Montreal, Quebec (Canada);
- 3) knowledge-driven sector (pharma, energy, thermonuclear fusion), this research area concerns the investigation of the link among scientific, institutional and entrepreneurial innovation in the science-driven sectors in order to contribute to the advancement of knowledge on the organisation of science-based clusters in Italy and EU. This scientific area has been developed in the framework of different projects, among which two granted by Centro Studi sul Federalismo, Moncalieri (TO), Director Padoa Schioppa, titled “Big federal enterprise and energy sector” (2004-2005) and “French Industrial Policy and energy sector. The role of R&D” (2006-2007); then at the University of Salerno, where Silvia Bruzzi taught Management and Health Economics at the Faculty of Pharmacy and the Faculty of Maths, Physics and Natural Sciences, her scientific research was strengthened integrating teaching issues with research findings;
- 4) Ethics, public-private relationship, industrial policy: research focuses on the study of the evolution of the role of the public actor and the public-private relationship consistently with the Social Market Economy European tradition. This topic has been developed in the framework of a lot of projects, two the most important being the National Research Project (PRIN

2004), co-financed by MIUR, on “What new public enterprise in the European Union”, subject of the local Research Unit “The big public European enterprise”, and the project titled “Social Market Economy Research: the Future of the Welfare State in the European Union”, of the Interregional Jean Monnet Centre of Excellence - University of Pavia, co-funded by Multilateral Research Project - EACEA European Commission. This topic was also addressed in two conferences organised at Salerno in cooperation with Confindustria. Moreover, Silvia Bruzzi has a long-lasting scientific cooperation with the Centro di Ricerca Fede e Cultura Alberto Hurtado of the Pontifical Gregorian University (Rome) in the Cenacolo Sinderesi, and with the School of Ethics of the Almo Collegio Borromeo (Pavia) on Ethics and Economy;

5) Education&Research and employability in the EU: this topic was approached in a project designed and developed at CERN, Geneva and granted by the University of Salerno in the framework of its International Mobility Programme (call 2010), titled “Innovation and Economic Development in the Science-based Sectors: the Experience of CERN” and successfully developed under the tutorship of the Head of the CERN Knowledge Transfer Group, Giovanni Anelli. The research, whose results are presented in an article published in co-authorship, highlighted the strong impact of CERN Research Fellowship on the employability of Fellows in industry. The survey feed an original reflection on the opportunity for the EU to bring unity to the actions taken in the education and research fields in the framework of a single European industrial policy. This reflection was presented at the EUSPRI-2015 Conference and published in the proceedings book of the conference.

Editorial activity

Editorial Coordinator of the scientific international review *The European Union Review*

Editorial Coordinator and Member of the Scientific Committee of the scientific international review *The EuroAtlantic Review*

Referee of the review *Management Decision*

Member of the Editorial Committee of *Impresa Progetto*