

LUDOVICO BULLINI ORLANDI

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EDUCATION

- 2025 – at today National Scientific Qualification for Full Professor in the scientific sector 13/B3 – Organization and HRM (ECON-08/A) - ANVUR - National Agency for the Evaluation of the University and Research System
- 2013 – 2017 PhD in Economics and Management – University of Verona – Department of Management
- 2012 – 2013 Tirocinio Formativo Attivo for A017 – Economic-Business Disciplines – University of Ferrara
- 2008 – 2010 Master's Degree in Business Management – Alma Mater Studiorum – University of Bologna
- 2005 – 2008 Bachelor Degree in Economics and Profession – Alma Mater Studiorum – University of Bologna

ACADEMIC POSITION

- 2024 – at today Associate Professor in Organization and HRM (ECON-08/A) – Alma Mater Studiorum – University of Bologna – Department of Management
- 2021 – at today Scientific Director of the Master in HR & Organization – Bologna Business School
- 2021 – 2024 Type B fixed-term researcher (pursuant to art. 24, paragraph 3 letter b) in Organization and HRM (ECON-08/A) – Alma Mater Studiorum – University of Bologna – Department of Management
- 2020 – 2021 Type A fixed-term researcher (pursuant to art. 24, paragraph 3 letter a) in Organization and HRM (ECON-08/A) – University of Verona – Department of Business Economics
- 2020 – 2021 Adjunct Professor of Organization Theory (ECON-08/A) – Université Catholique de Lille – Faculty of Management, Economics and Sciences
- 2020 – 2021 Adjunct Professor in Human Resources (ECON-08/A) – e-Campus Telematic University – Master in Business Administration
- 2019 – 2020 Adjunct Professor of Business Analytics (“People Analytics” module) and Organizational Planning (“Human Resources Management” module) (ECON-08/A) – University of Verona – Department of Management
- 2017 – 2021 Adjunct Professor in Business Organization, Selection and Management of Human Resources, Organization and Accounting of Administrations and Public Services (SECS-P/10) – e-Campus Telematic University – Faculty of Economics and Law
- 2016 – 2020 Research Fellow in Business Organization and HRM (ECON-08/A) – University of Verona – Department of Management

PROFESSIONAL EXPERIENCE

- 2012 – 2012 Sales Analyst – Granarolo S.p.A.
- 2011 – 2011 Stage Assistant Marketing – CAMST Soc. Coop. a r.l.
- 2010 – 2011 Stage Consultant Enterprise Solutions – KPMG Advisory S.p.A.

TEACHING EXPERIENCE

Alma Mater Studiorum – University of Bologna

- 2025 – at today Professional Design Lab – professor in charge – Degree Course in Economics and Management
- 2020 – at today Organization Theory and Design – professor in charge – Degree Course in Management and Marketing
- 2024 – 2025 Organization and Leadership – professor in charge – Degree Course in Finance and Management

Bologna Business School

- 2022 – at today AIDP Project – professor in charge – Master in HR & Organization.
- 2021 – at today Digital HR and People Analytics – professor in charge – Master in HR & Organization.
- 2024 – 2025 Organizational Theory and Design – professor in charge – Master in HR & Organization.
- 2023 – 2024 Cross Cultural Management – professor in charge – Master in HR & Organization.

University of Verona

- 2020 – 2021 Business Analytics “People Analytics” module – co-lecturer.
- 2020 – 2021 Business Organization and Management – professor in charge.
- 2029 – 2020 Business Analytics “People Analytics” module – co-lecturer.
- 2019 – 2020 Organizational Design “Human Resources Management” module – co-lecturer.

Other national and international universities and institutions

- 2016 – at today Training courses in Organization and Strategy, Organizational Processes – LAST Foundation – ITS Courses
- 2020 – 2021 Organization Theory – adjunct professor – Université Catholique de Lille – Faculty of Management, Economics and Sciences, taught in English
- 2020 – 2021 Human Resources – adjunct professor – eCampus Telematic University – Master in Business Administration I and II level.
- 2017 – 2021 Organization and Accounting of Administrations and Public Services – adjunct professor – eCampus Telematic University – Faculty of Economics and Law.
- 2017 – 2021 Human Resource Management – adjunct professor – eCampus Telematic University – Faculty of Economics and Law.
- 2017 – 2020 Organization Theory & Design – adjunct professor – eCampus Telematic University – Faculty of Economics and Law.

2019 – 2019	Lecturer at the Spring School 2019 in Business, Management, & Organization Research – University of Turin – Department of Management, fuzzy-set Qualitative Comparative Analysis (fs/QCA) course
2019 – 2019	Lecturer in Organization and Information Systems – Lund University – School of Economics and Management
2018 – 2018	Lecturer in Digital Analytics – International MBA – CUOA Business School
2016 – 2018	Lecturer in Organization Theory at the Doctoral Course in Economics and Management University of Verona – Department of Management
2017 – 2017	Lecturer in Organization and Information Systems – Lund University – School of Economics and Management
2016 – 2016	Lecturer in Digital Analytics – International MBA – CUOA Business School

AWARDS AND RECOGNITIONS

2025	Best Paper Award – ACIEK 2025 22nd Academy of Innovation, Entrepreneurship, and Knowledge Conference
2024	Best Conference Paper Award – ItAIS 2024 (XXI Conference of the Italian Chapter of the Association for Information Systems) for the paper: “Digitalization, culture and workplace diversity and inclusion: evidence from a configurational study”. Authors: Ludovico Bullini Orlandi, Gianluca Veronesi, and Alberto Bertello.
2023	DiSA strategic project award for research, Department of Management – Alma Mater Studiorum – University of Bologna
2021	Best Paper Award – ACIEK 2021 14th Academy of Innovation, Entrepreneurship, and Knowledge Conference
2018	Outstanding Reviewer – Journal of Business Research recognition for the quality of the reviewer activity carried out in the journal
2018	Best Paper Award – WOA 2018 ASSociation of Italian Organization studies Academics Best paper track Process for “The deployment of Electronic Medical Records in Academic Hospital: limits and remedies” Armando Suppa, Ludovico Bullini Orlandi, Alessandro Zardini
2013 – 2016	Scholarship for the Doctorate Course in Economics and Management University of Verona

PARTICIPATION AS INVITED SPEAKER

1. Zoppelletto, A., Bullini Orlandi, L., Veglianti, E., & Rossignoli, C. (2025). “Enhancing employees’ experience of remote work: the role of participative leadership, goal clarity, and job resource adequacy AI adoption in HR: AI trust in digitally lagging organizations.” ACIEK Conference, Alcalá de Henares, 18-20 June 2025.
2. Bullini Orlandi, L., Veronesi, G., & Bertello, A., (2024). “Digitalization, culture and workplace diversity and inclusion: evidence from a configurational study” XXI Conference of the Italian Chapter of AIS, Piacenza, 11-12 October, 2024.
3. Bullini Orlandi, L., Bottura, M., Veglianti, E., & Zardini, A., (2024). “Less is more: digital and physical sustainability shortage impact on entrepreneurial intention.” ACIEK Conference, Parigi, 4-6 June, 2024.

4. Bullini Orlandi, L., & Bottura, M., (2023). "Less is more: Digital and physical sustainability shortage impact on entrepreneurial intention" XX Conference of the Italian Chapter of AIS, Torino, 13-14 October, 2023.
5. Bullini Orlandi, L., Veglianti, E., Zardini, A., & Rossignoli, C. (2023). "Enhancing employees' experience of remote work: the role of participative leadership, goal clarity, and job resource adequacy." ACIEK Conference, Madrid, 21-23 June 2022.
6. Bullini Orlandi, L., & Bottura, M., (2023). "Less is more: Digital and physical sustainability shortage impact on entrepreneurial intention" XX Conference of the Italian Chapter of AIS, Torino, 13-14 October, 2023.
7. Forliano, C., Bullini Orlandi, L., Zardini, A., & Rossignoli, C. (2023). "Technological orientation and organizational resilience to Covid-19: The mediating role of strategy's digital maturity." ACIEK Conference, Seville, 28-30 June 2022.
8. Zoppelletto, A., Bullini Orlandi, L., (2021) "Self-done is well-done? Cultural and digital collaboration infrastructures as sustainability enhancing factors." XVIII Conference of the Italian Chapter of AIS, Trento, 15-16 October, 2021.
9. Bullini Orlandi, L., Zardini, A., & Rossignoli, C., (2021): "The antecedents of smart working self-efficacy and satisfaction: a preliminary study." XXII Workshop dei Docenti e dei Ricercatori di Organizzazione Aziendale – WOA 2021, Genova, 10-11 September, 2021.
10. Bullini Orlandi, L., Zardini, A., & Rossignoli, C., (2020): "Highway to hell: Cultural propensity and digital infrastructure gap as recipe to entrepreneurial death" ACIEK Conference, Madrid (virtual), 23-24 June 2020.
11. Zoppelletto, A., Bullini Orlandi, L., Zardini, A., & Rossignoli, C., (2020): "Assessing the role of knowledge management to enhance or prevent digital transformation in SMEs: critical knowledge factors required," 2020 IEEE International Conference on Technology Management, Operations and Decisions (ICTMOD), Marrakech (virtual), Morocco, 2020.
12. Bullini Orlandi, L., Morandin, G., & Russo, M., (2020): "Alive at work performing low stimulating jobs: evidence from cashier's job" XXI Workshop dei Docenti e dei Ricercatori di Organizzazione Aziendale – WOA 2020, Milano, February, 2020.
13. Bullini Orlandi, L., Pierce, P., Rossignoli, C., & Zardini, A., (2019): "Lights and shadows in the implementation of the electronic medical record: a comparative case studies" XVI Conference of the Italian Chapter of AIS – itAIS 2019, Napoli, 27-28 September 2019.
14. Bullini Orlandi, L., Zardini, A., & Rossignoli, C., (2019): "Organizational technological opportunism and social media: The deployment of social media analytics to sense and respond to technological discontinuities" INEKA Conference, Verona, 11-13 June 2019.
15. Bullini Orlandi, L., Pierce, P., Rossignoli, C., & Zardini, A., (2019): "Organizational sensemaking and sensegiving in New Product Development: the role of Social Media and Web 2.0." XX Workshop dei Docenti e dei Ricercatori di Organizzazione Aziendale – WOA 2019, Palermo, February, 2019.
16. Bullini Orlandi, L., Pierce, P., & Zardini, A., (2018): "The role of Social Media and Web 2.0 platforms in New Product Development sensemaking and sensegiving dynamics." XV Conference of the Italian Chapter of AIS – itAIS 2018, Pavia, 12-13 October 2018.
17. Zardini, A., Ricciardi, F., Bullini Orlandi, L., & Rossignoli, C., (2018): "Business Network as Breeding Ground for Entrepreneurial Options: Organizational Implications" 8th GIKA Conference, Valencia, 25-27 June 2018.
18. Bullini Orlandi, L., (2018): "The deployment of Electronic Medical Records in Academic Hospital: limits and remedies". XIX Workshop dei Docenti e dei Ricercatori di Organizzazione Aziendale – WOA, Roma, February, 2018.
19. Bullini Orlandi, L., (2017): "Analysis or paralysis? Analytical and intuitive organizational information processing in the mobile technology context". 7th GIKA Conference, Lisbon, 28-30 June 2017.

20. Bullini Orlandi, L., (2017): "Is the solution worse than the problem? The evolution of discourse in anti-vaccines online communities after the announcement of crackdown on vaccines regulation". XIV Conference of the Italian Chapter of AIS – itAIS 2017, Milano, 6-7 October 2017.
21. Bullini Orlandi, L., (2017): "Social Media as a Source of Technology-Related information: the Impact of Social Media Analytics on Technological Opportunism". XVIII Workshop dei Docenti e dei Ricercatori di Organizzazione Aziendale – WOA, Pisa, February, 2017.
22. Bullini Orlandi, L., (2016): "Analysis or paralysis? Mobile analytics and organizational performance: a configurational approach". XIII Conference of the Italian Chapter of AIS – itAIS 2016, Verona, 7-8 October 2016.
23. Bullini Orlandi, L., (2016): "Organizational capabilities in the digital era: a configurational approach". Sub-theme 30, 32nd EGOS Colloquium, Napoli, July 2016.
24. Bullini Orlandi L., & Zardini A., (2016): "Digital analytics and high organizational performance - a fuzzy-set QCA approach". 6th GIKA Conference, Valencia, 21-23 March 2016.
25. Bullini Orlandi, L., (2015): "The Co- Design Development in Online Communities: an Actor-Network Perspective". XII Conference of the Italian Chapter of AIS – itAIS 2015, Roma, 9-10 October 2015.
26. Bullini Orlandi, L., (2015): "Co-design as stabilized network of heterogeneous actors". XVI Workshop dei Docenti e dei Ricercatori di Organizzazione Aziendale – WOA 2015, Padova, May 2015.
27. Bullini Orlandi, L., (2015): "The Co-design development as a process of translation", Track 20a, The 8th Annual Conference of the EuroMed Academy of Business - Innovation, Entrepreneurship, and Sustainable Value Chain in a Dynamic Environment, Verona, 17-18 September 2015.
28. Bullini Orlandi, L., & Bottura, M., (2015): "The importance of rituals and institutional roles in the persistence of a military order from medieval times till today". Sub-theme 8, 31st EGOS Colloquium, Atene, July 2015.
29. Bullini Orlandi, L., & Mosca, L., (2015): "'You talkin' to me? " The Italian Taxi Drivers Rhetoric as Strategy of Institutional Resistance". SIG 01, 15th Annual Conference of the European Academy of Management - Uncertainty is a great opportunity, Warsaw, 17-20 June 2015.
30. Bullini Orlandi, L., & Bottura, M., (2015): "The importance of rituals and institutional roles in the persistence of a military order from medieval times till today." 11th New Institutional Workshop, Wien, March 2015.

INSTITUTIONAL ACTIVITIES

2025 – at today Member of the Students-Professors Joint Commission – Department of Management

2023 – at today Member of the Scientific Committee – Library of economic and business disciplines
"Walter Bigiavi

2023 – at today Member of the Tutor Selection Commission – Department of Management

2021 – at today Scientific Director of the Master in HR & Organization EFMD Accredited

2023 – 2023 Support for the Students-Professors Joint Commission – Department of Management

2021 – 2023 Coordinator for CISIA Online Tests (TOLC) – Alma Mater Studiorum – University of Bologna – Department of Management

2022 – 2022	Co-director, Summer School “Agile HR Leaders in the Digital Era” in collaborations with Asian Banking School, Malaysia
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ADDITIONAL INFORMATION

Participation in Journal Editorial Boards:

2024 – at today Participation in the Editorial Board of the Journal of Innovation & Knowledge.

Organization of international scientific conferences:

2024 – 2025	Track Chair at the ItAIS conference – The Italian Chapter of AIS – T09 – Enabling Twin and Just Transitions: a multilevel approach to sustainability and digital transformation
2024 – 2025	Track Chair at R&D Management Conference – T2.3 – Advancing Just and Twin Transitions: Insights from a Multi-Level Perspective
2023 – 2024	Track Chair at the ItAIS conference – The Italian Chapter of AIS – Track 06: “Digital transformation and sustainability: embracing a “lights and shadows” perspective”
2022 – 2023	Track Chair at the ItAIS conference – The Italian Chapter of AIS – Track 06: “Digital transformation for sustainable development”
2020 – 2021	Track Chair at the ItAIS conference – The Italian Chapter of AIS – Track 09: “Sustainability in the Digital Era: from organizations to ecosystems”
2019 – 2019	Member of the Organizing Committee and Session Chair for the INEKA 2019 conference