

# Nico Abbatemarco

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LECTURER

**Digital Transformation**

**NICO.ABBATEMARCO@SDABOCCONI.IT**

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## Biography

Nico Abbatemarco is a Lecturer in the Leadership, Human Resources and Digital Technologies Area at SDA Bocconi School of Management. At SDA Bocconi, Nico is part of the core team of the Digital Enterprise Value and Organization (DEVO) Lab, where he studies Digital Transformation and its impact on organizations. In the DEVO, he works on various projects, including the HIT (High Impact Technology) Radar project, developed in partnership with the Massachusetts Institute of Technology (MIT) to annually chart the most significant digital technologies in the market. Since 2019, Nico is also part of the team behind the EU and US chapters of the Digital Strategies (DSR) and Corporate Information Security (CSR) roundtables, two knowledge sharing initiatives that address respectively Chief Information Officers and Chief Information Security Officers of large global corporations.

At Bocconi University, Nico is co-responsible for the course "Strategy and Governance for Cyber Risk", the primary module within the homonymous Master of Science program, offered in collaboration with Politecnico di Milano. He is also responsible for the course "The Digital-enabled Business Transformation in Transportation" within the MEMIT (Master in Economics and Management of Transportation, Infrastructures and Logistics), as well as lecturer in courses such as "Blockchain and Crypto Assets" and "IT Consulting".

His research activities are mainly focused on corporate Cybersecurity strategies and their evolution, Cyber Risk Governance, corporate Digital Transformation, and the analysis of high-impact technologies in the business world (with particular reference to 5G, Internet of Things, Bitcoin and blockchain). He is co-author of the books "The Blockchain Journey: a guide to practical business applications" and "The Post-Digital Enterprise". In 2018, he won the Best Paper Award at the HICSS conference in the "Move the Field Forward" category.

He holds a Bachelor's Degree in Economics and Finance and a Master's Degree in Management, both from Università Bocconi. He was also a visiting student of International Business at the National Taiwan University in Taipei. Currently, he is a PhD candidate in Management at the University of St. Gallen (HSG), with a planned dissertation focusing on the impact of cybersecurity in organizations, especially those involved in Industry 4.0 projects.

## Teaching domains

High Impact Technologies

Technology Scouting

IT Transformation

Digital Innovation

## ARTICLES IN SCHOLARLY JOURNALS

ABBATEMARCO N.

**Cybersecurity e aziende: se il virus peggiore è la mentalità - Cybersecurity and organizations: When the worst virus is the mindset**

Economia & Management, 2023, no. 3, pp.61-65

BISSACCO D., CARRANO F. M., DE ROSSI L., ABBATEMARCO N., DI LORENZO N., CASANA R., SILERI P.

**Blockchain technology in healthcare: Do we really need it?**

Health Policy and Technology, 2023, vol.12, no. 1, pp.100716

BRECHBUHL H. C., ABBATEMARCO N.

**La sfida nascosta della trasformazione digitale - The Hidden Challenge of Digital Transformation**

Economia & Management, 2020, no. 2, pp.54-59

ABBATEMARCO N., SALVIOTTI G.

**5G: infrastruttura in cerca d'autore - 5G: an infrastructure seeking for an author**

Economia & Management, 2019, no. 4, pp.65-71

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## PRACTICE-ORIENTED BOOKS

SALVIOTTI G., DE ROSSI L., ABBATEMARCO N.

**The Blockchain Journey. A guide to practical business applications.**

Bocconi University Press - BUP, Milano, Italy, 2018

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## CONTRIBUTION TO CHAPTERS, BOOKS OR RESEARCH MONOGRAPHS

ABBATEMARCO N.

**A Tool for the Boardroom: The Devo Lab Hit Radar** in *The Post-Digital Enterprise*

Gianluigi Castelli, Severino Meregalli, Ferdinando Pennarola(Ed), Springer International Publishing, chap. 6, pp.89-111, 2022

ABBATEMARCO N.

**Digital Infrastructure & Internet of Things** in *HIT Radar – General Report - Third Edition*

Salviotti G., Meregalli S.(Ed), Egea, pp.55-79, 2019

ABBATEMARCO N.

**Human Augmentation & Internet of Things** in *HIT Radar – General Report - Second Edition*

Salviotti G., Meregalli S.(Ed), Egea, pp.43-60, 2018

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## CASES IN INTERNATIONAL CASE COLLECTIONS

MANDELLI A., SALVIOTTI G., PIANCATELLI C., ABBATEMARCO N.

**Vibram: Customer Centricity at the Core of Digital Transformation and New Business Model**

## PROCEEDINGS/PRESENTATIONS

DE ROSSI L., ABBATEMARCO N.

**The Good, the Bad, and the Ugly: Analyzing the Impact of Blockchain Technology on Traceability for SMEs**  
*The 58th Hawaii International Conference on System Sciences (HICSS) - January 6-12, 2025, Waikoloa Village, Hawaii, United States of America*

DE ROSSI L., ABBATEMARCO N.

**The impact of network expansion, developer's activity and seasonality on the adoption of cryptocurrencies**

*ITAIS2024: XXI Conference of the Italian Chapter of AIS - Growing in a Digital and Sustainable Society – October 10-12, 2024, Piacenza, Italy*

ABBATEMARCO N., DE ROSSI L.

**Will Lightning Network Solve Bitcoin's Issues? Preliminary Evidence on the Impact of Layer2 Solutions on Cryptocurrencies' Adoption in Micro Enterprises**

*ITAIS2024: XXI Conference of the Italian Chapter of AIS - Growing in a Digital and Sustainable Society – October 10-12, 2024, Piacenza, Italy*

DE ROSSI L., ABBATEMARCO N., DIAFERIA L., SALVIOTTI G.

**A Metaverse Typology: Exploring the Role of Immersivity and Centralization in Driving Value Creation**

*Proceedings of the 57th Annual Hawaii International Conference on System Sciences, January 3-6 2024, Honolulu, Hawaii, United States of America*

ABBATEMARCO N.

**Cyber Capabilities as Dynamic Capabilities: Meeting the Demands of the Ever-Evolving Cybersecurity Environment**

*Proceedings of the 57th Annual Hawaii International Conference on System Sciences, January 3-6 2024, Honolulu, Hawaii, United States of America*

ABBATEMARCO N., SALVIOTTI G., D'IGNAZIO C., DE ROSSI L.

**Understanding Leadership Competencies in Cyber Crisis Management: Insights from the Maersk Global Supply Chain Meltdown**

*Proceedings of the 57th Annual Hawaii International Conference on System Sciences, January 3-6 2024, Honolulu, Hawaii, United States of America*

SALVIOTTI G., ABBATEMARCO N., DE ROSSI L., BJØRNLAND K.

**Understanding the Role of Leadership Competencies in Cyber Crisis Management: A Case Study**

*Proceedings of the 56th Annual Hawaii International Conference on System Sciences, January 3-6 2023, Maui, Hawaii, United States of America*

ABBATEMARCO N., GAUR A., MEREGALLI S.

**Stuck in Pilot Purgatory: Understanding and Addressing the Current Challenges of Industrial IoT in Manufacturing**

*Proceedings of the 55th Annual Hawaii International Conference on System Sciences, January 3-7 2022, (online)*

ABBATEMARCO N., DE ROSSI L., GAUR A., SALVIOTTI G.

**Beyond a Blockchain Paradox: How Intermediaries Can Leverage a Disintermediation Technology**

*Proceedings of the 53rd Hawaii International Conference on System Sciences, January 7-10, 2020, Maui, Hawaii, United States of America*

SALVIOTTI G., ABBATEMARCO N., DE ROSSI L.

**Towards a Comprehensive Blockchain Architecture Continuum.**

*Proceedings of the 52nd Hawaii International Conference on System Sciences 2019, Grand Wailea, Maui, United States of America*

*States of America*

SALVIOTTI G., DE ROSSI L., ABBATEMARCO N.

**An econometric model to estimate the value of a cryptocurrency network: the Bitcoin case.**

*Proceedings of 26th European Conference on Information Systems, 2018, Portsmouth, Great Britain*

SALVIOTTI G., DE ROSSI L., ABBATEMARCO N.

**A Structured Framework to Assess the Business Application Landscape of Blockchain Technologies**

*The 51st Hawaii International Conference on System Sciences - January 2-6 2018, Waikoloa Village, Hawaii, United States of America*

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## RESEARCH REPORTS

DE ROSSI L., ABBATEMARCO N., MEREGALLI S., CASTELLI G. V.

**Hyper Performing Computing**

2020, DEVO Lab - SDA Bocconi School of Management, Milan, Italy

SALVIOTTI G., CAVALLAZZI S., ABBATEMARCO N.

**HIT Radar Application Focus: Back Office**

2019, Economia & Management Plus, Milano, Italy

SALVIOTTI G., ABBATEMARCO N.

**HIT Radar Application Focus: HR**

2019, Economia & Management Plus, Milano, Italy

SALVIOTTI G., DE ROSSI L., ABBATEMARCO N.

**HIT Radar Application Focus: Industrial Operations**

2019, Economia & Management Plus, Milano, Italy

SALVIOTTI G., CAVALLAZZI S., ABBATEMARCO N.

**HIT Radar Application Focus: Legal & Security**

2019, Economia & Management Plus, Milano, Italy

ABBATEMARCO N., DE ROSSI L., SALVIOTTI G.

**Exploiting Blockchain**

2017, DEVO Lab - SDA Bocconi School of Management, Milan, Italy

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## Grants & Honors

Move the Field Forward Best Paper Award - The Center for Business Analytics (CBA) at Milgard School of Business, 2019

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