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JUNIOR LECTURER

**Digital Transformation**

**NICO.ABBATEMARCO@SDABOCCONI.IT**

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# Biography

Nico Abbatemarco is Junior Lecturer in the Knowledge Group Information Systems-IT at SDA Bocconi School of Management. At Bocconi University, he is the director of the course "The digital-enabled business transformation in transportation" within the MEMIT (Master in Economics and Management of Transportation, Infrastructures and Logistics).

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 is the coordinator of the High-Performance Computing and Internet of Things research streams. Within the DEVO, he also works on the HIT (High Impact Technology) Radar project, created in collaboration with the Massachusetts Institute of Technology (MIT). 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 initiatives that address respectively CIOs and CISOs of large global corporations.

His research activities are mainly focused on the analysis of high-impact technologies in the business world (with particular reference to 5G, Internet of Things, Bitcoin and blockchain), on corporate Digital Transformation and its complexity, and on the evolution of Cyber Risk Governance.

He is co-author of the book "The Blockchain Journey: a guide to practical business applications". His articles have been published in *Economia & Management* and *Il Sole 24 Ore*. In 2018, he won the Best Paper Award at the HICSS conference in the "Move the Field Forward" category, as co-author of a research paper focused on the business applications of blockchain technology.

He holds a Bachelor's Degree in Economics and Finance and a Master's Degree in Management, both from Bocconi University. He was also a visiting student of International Business at the National Taiwan University in Taipei. Currently, he is a PhD candidate at the University of St. Gallen (HSG).

## Teaching domains

High Impact Technologies

Technology Scouting

IT Transformation

Digital Innovation

Cyber Risk Governance

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## ARTICLES IN SCHOLARLY JOURNALS

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**

## 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, 2019

ABBATEMARCO N.

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

Salviotti G., Meregalli S.(Ed), Egea, 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**

2020, The Case Centre, Great Britain

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## PROCEEDINGS/PRESENTATIONS

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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