
JUNIOR LECTURER

IT Management

AASHA.GAUR@SDABOCCONI.IT

Biography

Aakanksha is a Junior Lecturer of IT Management at SDA Bocconi School of Management.

She is a core researcher at the DEVO (Digital Enterprise Value and Organization) Lab. She is also part of the core faculty for the Masters in food and beverage program and is also involved in the MFB program as a teaching assistant.

Her research areas include access and use of Information and Communication Technologies (ICTs) in the context of emerging economies, digital transformation and impact, and the use of digital technologies such as artificial intelligence. She is the author of several articles on the subject which have been published in leading journals and conference proceedings.

Before joining SDA Bocconi, she worked as a researcher for the H2020 projects sponsored by the European Union in the domain of digital business models and public sector innovation.

She holds a PhD in Business Administration from the ESSEC Business School, France. She was a visiting research scholar at the Judge Business School, Cambridge.

Teaching domains

Artificial Intelligence

Business Model Transformation

Digital Innovation

High Impact Technologies

ARTICLES IN SCHOLARLY JOURNALS

CENNAMO C., DIAFERIA L., GAUR A., SALVIOTTI G.

Assessing Incumbents' Risk of Digital Platform Disruption

Mis Quarterly Executive, 2022, vol.2, no. 1, pp.7

GAUR A., POTNIS D. D.

Service innovations in mobile banking for creating value for the poor in developing countries

The Electronic Journal of Information Systems in Developing Countries, 2021, pp.e12209

POTNIS D. D., GAUR A., SINGH J. B.

Analysing slow growth of mobile money market in India using a market separation perspective

Information Technology for Development, 2020, vol.26, no. 2, pp.369-393

CONTRIBUTION TO CHAPTERS, BOOKS OR RESEARCH MONOGRAPHS

GAUR A.

Companies and Digital Transformation in *The Post-Digital Enterprise*

Gianluigi Castelli, Severino Meregalli, Ferdinando Pennarola(Ed), Springer International Publishing, chap. 1, pp.1-15, 2022

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)

CENNAMO C., DIAFERIA L., GAUR A., SALVIOTTI G.

Digital Transformation and Incumbent Businesses: How to Understand and Assess Platform Disruption

3rd Competitive Renaissance Through Digital Transformation Conference, February 18-19, 2021, Pavia, Italy

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., GAUR A., PENNAROLA F.

Strategic factors enabling digital maturity: an extended survey

Mediterranean Conference on Information Systems (MCIS), 21-23 September, 2019, Naples, Italy

GAUR A., OSELLA M., FERRO E., HEDMAN J.

Open innovation as a business model game changer in the public sector.

25th European Conference on Information Systems (ECIS), 5-10 June, 2017, Guimarães, Portugal

GAUR A., AVISON D.

Women and ICT enabled well-being: Inclusive Innovation by micro-financial institutions in India.

13th International Conference on Social Implications of Computers in Developing Countries, 20-22 May 2015, Negombo, Sri Lanka

GAUR A., AVISON D., MALAURENT J.

Together we will find a 'Jugaad': Resource bricolage in the Indian mobile payments sector

20th Americas Conference on Information Systems, 7-9 August, 2014, Savannah, Georgia, United States of America

GAUR A., MALAURENT J., CARTON F.

Creating a network of human automated teller machines (ATMs): The Business Correspondent model for Mobile Payments

3rd International Cashless Society Roundtable, 13-14 May, 2014, Stockholm, Sweden

GAUR A., AVISON D., MALAURENT J., MOUSAVI R., SHAIK Z.

Reflections on writing with others: The use of metaphors to describe and develop writing relationships

Conf-IRM 2014 International Conference on Information Resources Management, 21-23 May, 2014, Ho Chi Minh City, Vietnam

GAUR A., AVISON D., ONDRUS J.

Mobile Merchandising Exploring new business practices in the mobile payment ecosystem

3rd Indian Academy of Management, 12-14 December, 2013, IIM Ahmedabad, India

GAUR A., ONDRUS J.

RESEARCH REPORTS

SALVIOTTI G., GAUR A., CENNAMO C., DIAFERIA L.

A guide to Platform Economy for Incumbents

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

DE ROSSI L., GAUR A., MEREGALLI S., CASTELLI G. V.

The Edge Organization

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