

# Aakanksha Gaur

---

FELLOW

**IT Management**

**AASHA.GAUR@SDABOCCONI.IT**

---

## Biography

Aakanksha is a Fellow of IT Management at SDA Bocconi School of Management.

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

GANDHI M., GAUR A., KAR A. K., DWIVEDI Y. K.

**Crafting user experiences in the metaverse: A design science study**

Technological Forecasting and Social Change, 2024, vol.209, pp.123759

BORGHINI S., CIRRINCIONE A., COLM L., GAUR A., MEDICI B., SORBINO F.

**La mobilità urbana nella prospettiva della Generazione Z**

Economia & Management, 2024, no. 2, pp.87-96

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, 2022, vol.88, no. 4, pp.e12209

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

**Assessing Incumbents' Risk of Digital Platform Disruption**

MIS Quarterly Executive, 2022, vol.21, no. 1, pp.55-74

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., COLM L.

**What Is the Metaverse for?** in *Blockchain, Metaverse, and Digital Payments*

Aijaz A. Shaikh, Galimkair Mutanov, Heikki Karjaluo (Eds), Routledge, chap. 12, pp.182-199, 2024

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

GAUR A., MALIK N., KAR A. K., BIELLI P.

**The New Age Cyborgs: Mitigating Socio-Technical Biases in Generative AI Applications**

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

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.

**The Role of Banks in the Mobile Payment Ecosystem: A Strategic Asset Perspective**

*14th International Conference on Electronic Commerce, 7-8 August, 2012, Singapore*

---

## 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

---