

Lorenzo Diaferia

LECTURER

Digital Transformation

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Biography

Lorenzo Diaferia is a Lecturer of Digital Transformation at SDA Bocconi School of Management, where he is also researcher at the Digital Enterprise Value and Organization (DEVO) Lab.

Lorenzo is director of the online course “Artificial Intelligence in action” at SDA Bocconi and he took part in MISA, EMBA, MDE and custom programs as instructor on the business implications of Artificial Intelligence (AI).

His research activities focus on digital transformation, its enabling technologies, data exploitation, and the business implications of AI. Lorenzo coordinates the DEVO Lab research stream on enterprise AI adoption. He is working with the Massachusetts Institute of Technology (MIT) on a periodic research initiative to identify and assess high impact digital technologies. At SDA Bocconi, he also collaborates with the LIFT Lab, a laboratory that operates at the convergence between digital and life science topics. Lorenzo worked at several custom research projects for companies and institutions. Among these, Accenture, CRIF, Edenred, Google Italy, NTT DATA, Teradata.

He is author and coauthor of articles and books on digital transformation, AI, and platform economy. Among others, his contributions have been published in Springer International Publishing, Economia & Management and Bancaria Editrice. He is also coauthor of several reports for companies and institutions.

Lorenzo holds a Master of Science degree cum laude in Management and a Bachelor’s degree in Economics both from Bocconi University. He was also an exchange student at Dartmouth College (US).

Teaching domains

Digital Innovation

High Impact Technologies

Artificial Intelligence

ARTICLES IN SCHOLARLY JOURNALS

DIAFERIA L.

Qui la penna, ChatGPT! L’AI generativa alla prova del testo

Economia & Management, 2023, no. 3, pp.72-77

ARMENI P., POLAT I., DE ROSSI L., DIAFERIA L., MEREGALLI S., GATTI A.

Digital Twins in Healthcare: Is It the Beginning of a New Era of Evidence-Based Medicine? A Critical Review

Journal of Personalized Medicine, 2022, vol.12, no. 8, pp.1255

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

DIAFERIA L., SALVIOTTI G.

Intelligenza artificiale cosa c'è dietro

Economia & Management, 2021, no. 2, pp.8-12

FILOTTO U., DE ROSSI L., DIAFERIA L., SCIMONE X.

Open banking: la direttiva c'è i consumatori forse sì

Economia & Management, 2021, no. 3, pp.70-75

MEREGALLI S., DIAFERIA L., DE ROSSI L.

Come valorizzare i dati nell'era post-digital - How to Draw Value from Data in the Post-Digital Era

Economia & Management, 2020, no. 2, pp.60-65

CONTRIBUTION TO CHAPTERS, BOOKS OR RESEARCH MONOGRAPHS

DIAFERIA L.

Competences and capabilities for digital value creation in *The Post-Digital Enterprise: Going Beyond the Hype*
G. Castelli, S. Meregalli, F. Pennarola(Ed), Springer International Publishing, chap. 4, pp.55-70, 2022

SCIMONE X., DIAFERIA L., DE ROSSI L.

Come i consumatori comprano, pagano, usano e vedono la banca in *Open Banking: la prospettiva dei clienti*
U. Filotto (Eds),Bancaria Editrice, chap. 3, pp.25-71, 2020

DE ROSSI L., DIAFERIA L., SCIMONE X.

La condivisione delle informazioni personali e le prospettive dell'Open Banking: analisi descrittiva e risultati della clusterizzazione in *Open Banking: la prospettiva dei clienti*

U. Filotto (Eds),Bancaria Editrice, chap. 4, 2020

OTHER

DIAFERIA L.

A lot of hype but also a lot of doubts

2024, Via Sarfatti 25, Milano, Italy

DIAFERIA L., SAMPIETRO M.

La spinta agile al cambiamento per puntare al mercato

2019, Via Sarfatti 25, Milano, Italy

PROCEEDINGS/PRESENTATIONS

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

DIAFERIA L., BLOHM I., DE ROSSI L., SALVIOTTI G.

When Standard Is Not Enough: a Conceptualization of AI Systems' Customization and its Antecedents

Proceedings of the International Conference on Information Systems, December 11-14, 2022, Copenhagen, Denmark

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

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

DOSSI A., SALVIOTTI G., DIAFERIA L.

Digital Enabled Finance Evolution. La prospettiva dei CFO

2020, NTT DATA - SDA Bocconi DEVO Lab, Milan, Italy

SALVIOTTI G., DIAFERIA L.

High Impact Technologies, 7th General Report

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