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LECTURER

**Digital Transformation**

**LEONARDO.DEROSSI@SDABOCCONI.IT**

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## Biography

Leonardo De Rossi is a Lecturer in the Leadership, Organization and Digital Technologies Knowledge Area at SDA Bocconi School of Management. At Bocconi University, he is responsible for the course “Blockchain and cryptoassets”, offered in collaboration with Politecnico di Milano and “Bitcoin and Blockchain Fundamentals”.

At SDA Bocconi, he coordinates the blockchain research stream at the Digital Enterprise Value and Organization (DEVO) Lab, and serves as a professor of Bitcoin and Blockchain in several master's courses, including MBA and EMBA, as well as various custom programs for international clients from different sectors, with a particular focus on financial services.

He is the operating director of the “Fintech for Executive” course and the director of the “Blockchain Fundamentals” course. He possesses extensive research experience in blockchain, having coordinated multiple research projects for both international and national clients on the subject. Since 2020, he has been a part of the core research team at the LIFT – Life Science and Biotech Lab, where he analyzes the impact of emerging digital technologies on Human Health. Since 2024, Leonardo has also been a member of the CERGAS Digital Transformation Hub.

He is the author of numerous books and articles on Bitcoin, Blockchain, and Digital Transformation. His works have been published in international academic journals, national newspapers, and specialized magazines. Among his publications are books such as “The Blockchain Journey, a Guide to Practical Business Applications” and “Open Banking: La Prospettiva dei Clienti”. In 2018, he co-authored a paper that won an award at the HICSS conference in the 'Move the Field Forward' category for his work on the applications of Blockchain technology in the corporate world. In 2019, he received the Teaching Award for the course “The Blockchain Journey”.

He graduated with honors in Economics and Management of Innovation and Technology from Università Bocconi in Milan and holds an undergraduate degree in Economics and Management from Ca' Foscari University in Venice. He has earned an Executive Certificate in “Blockchain Strategy” from the Saïd Business School at the University of Oxford and an Executive Certificate in “Artificial Intelligence: Implications for Business Strategy” from the MIT Sloan School of Management. Leonardo is a PhD Fellow at Copenhagen Business School (CBS), where he conducted a research project focusing on the technological, organizational, and economic analysis of Bitcoin.

## Teaching domains

High Impact Technologies

Digital Innovation

Artificial Intelligence

Business Model Transformation

Blockchain & Bitcoin

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## ARTICLES IN SCHOLARLY JOURNALS

DE ROSSI L., SALVIOTTI G.

**Metaversi possibili. Archetipi e casi d'uso per andare oltre la bolla**

Economia & Management, 2023, no. 3, pp.67-71

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

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

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

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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

DE ROSSI L.

**The Hit Radar in Action** in *The Post-Digital Enterprise*

Gianluigi Castelli, Severino Meregalli, Ferdinando Pennarola(Ed), Springer International Publishing, chap. 7, pp.113-131, 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

DE ROSSI L., MEREGALLI S.

**Enterprise 3D Printing** in *High Impact Technologies Radar, General Report, 3rd Edition*

Salviotti, G., Meregalli, S. (Eds),Egea, chap. 6, pp.80-85, 2019

DE ROSSI L.

**Internet of Things** in *HIT Radar - General Report - First Edition*

G.Salviotti, S.Meregalli(Ed), Egea, pp.65-77, 2017

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## 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*

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*

DE ROSSI L., AVITAL M., GLEASURE R., SOLCIA R.

**The Impact of Layer 2 Technologies on the Adoption and Security of Blockchain**

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

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*

DE ROSSI L., AVITAL M., GLEASURE R.

**The Proliferation of End Users as a Success Metric for Cryptocurrencies**

*Proceedings of the 55th Hawaii International Conference on System Sciences, HICSS 2022, January 4-7 2022, Virtual Event / Maui, Hawaii, United States of America*

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*

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

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

**The Edge Organization**

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

SALVIOTTI G., DE ROSSI L.

**HIT Radar Application Focus: Finance**

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., DE ROSSI L.

**HIT Radar Application Focus: Information Technology**

2019, Economia & Management Plus, Milano, Italy

SALVIOTTI G., DE ROSSI L., MARINO V.

**HIT Radar Sector Focus: Manufacturing**

2018, 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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