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JUNIOR LECTURER

**Digital Transformation**

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# Biography

Leonardo De Rossi is a Junior Lecturer of Information Systems at SDA Bocconi School of Management. He is the Director of the courses “Blockchain and Cryptoassets” and “Bitcoin and Blockchain Fundamentals” at Università Bocconi.

At SDA Bocconi, he is the coordinator of the blockchain research stream at the “Digital Enterprise Value and Organization” (DEVO) Lab, Professor of Bitcoin and Blockchain within the MBA, EMBA, EMBAWE, MFB, MISA, MEBI programs. He is the Program Director of the international online program "The Blockchain Journey. Debunking myths to manage a new business paradigm". He has managed several custom reaserch projects and has coordinated annual research with the “Italian Notariat” aimed at analyzing the possible entrance of the Italian notaries in the blockchain and cryptocurrency market.

His research activities focus on enabling technologies for digital transformation, on links between business complexity and information systems management. Currently, he is working with the Design Lab of the Massachusetts Institute of Technology (MIT) on the identification and assessment of high impact digital technologies as Artificial Intelligence, Human Augmentation, IoT, 3D Printing, Advanced Robotics, Digital Infrastructure.

He is the author of numerous books and articles on Information Systems and Digital Transformation. His works have been published in *Economia & Management*, *Il Sole 24 Ore* and *Bancaria Editrice*, among others. He has also authored several books, including “The Blockchain Journey, a guide to practical business applications” and “Open Banking: la prospettiva dei client”. In 2018 he was a co-author of the award winning paper at the HICSS conference for the category "Move the Field Forward" for his work on Blockchain technology applications in the corporate world.

He graduated with honors in Economics and Management of Innovation and Technology from Università Bocconi in Milan and he holds an undergraduate degree in Economics and Management from Università Ca' Foscari, Venice. He holds an Executive Certificate in «Blockchain Strategy» from Saïd Business School, University of Oxford. He also holds an Executive Certificate in “Artificial Intelligence: Implications for Business Strategy” from MIT Sloan School of Management.

Leonardo is a PhD Fellow at Copenhagen Business School (CBS).

## Teaching domains

High Impact Technologies

Digital Innovation

Artificial Intelligence

Business Model Transformation

Blockchain & Bitcoin

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## ARTICLES IN SCHOLARLY JOURNALS

FILOTTO U., DE ROSSI L., DIAFERIA L., SCIMONE X.  
**Open banking: la direttiva c'è i consumatori forse si**  
*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, 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

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.**

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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