

Leonardo De Rossi

LECTURER

Digital Transformation

LEONARDO.DEROSSI@SDABOCCONI.IT

Biography

Leonardo De Rossi is a Lecturer in the Leadership, Organization and Digital Technologies Knowledge Area at SDA Bocconi School of Management. At Università Bocconi, he is responsible for the master 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 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 for Business Programme” 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 “AI Management: strategie e approcci in azienda”, “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”.

Leonardo holds a Ph.D. from Copenhagen Business School (CBS) with a research thesis on Bitcoin. He graduated with honors in Economics and Management of Innovation and Technology from Università Bocconi and holds an undergraduate degree in Economics and Management from Università Ca' Foscari in Venice. He has also 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.

Teaching domains

High Impact Technologies

Digital Innovation

ARTICLES IN SCHOLARLY JOURNALS

DE ROSSI L., DIAFERIA L.

Dall'hype tecnologico alla realtà: l'applicabilità a tre dimensioni

Economia & Management, 2024, no. 4, pp.19-26

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

Exploring the potential of digital therapeutics: An assessment of progress and promise

Digital Health, 2024, vol.10

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

PRACTICE-ORIENTED BOOKS

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

AI Management. Strategie e Approcci in Azienda

Egea, Milano, Italy, 2024

SALVIOTTI G., DE ROSSI L., ABBATEMARCO N.

The Blockchain Journey. A guide to practical business applications.

Bocconi University Press - BUP, Milano, Italy, 2018

CONTRIBUTION TO CHAPTERS, BOOKS OR RESEARCH MONOGRAPHS

DE ROSSI L.

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

Gianluigi Castelli, Severino Merregalli, 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

OTHER

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

Esplorare il mercato e comprendere gli utilizzi dell'AI
2025, Economia & Management Plus, Milano, Italy

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

AI in azienda: guida a un cambiamento graduale e sostenibile
2024, Agenda Digitale, Italy

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

Portare l'AI in azienda: una roadmap in cinque fasi
2024, Economia & Management Plus, Milano, Italy

DE ROSSI L.

Democratico o repubblicano: da che parte sta il Bitcoin nelle elezioni americane
2024, Forbes.it, Italy

DE ROSSI L.

Il Bitcoin e l'attesa per il prossimo halving: è inizio di un nuovo ciclo?
2024, Forbes.it, Italy

PROCEEDINGS/PRESENTATIONS

DE ROSSI L., ABBATEMARCO N.

The Good, the Bad, and the Ugly: Analyzing the Impact of Blockchain Technology on Traceability for SMEs
The 58th Hawaii International Conference on System Sciences (HICSS) - January 6-12, 2025, Waikoloa Village, Hawaii, United States of America

DE ROSSI L., ABBATEMARCO N.

The impact of network expansion, developer's activity and seasonality on the adoption of cryptocurrencies

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

ABBATEMARCO N., DE ROSSI L.

Will Lightning Network Solve Bitcoin's Issues? Preliminary Evidence on the Impact of Layer2 Solutions on Cryptocurrencies' Adoption in Micro Enterprises

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

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

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

Grants & Honors

Move the Field Forward Best Paper Award – The Center for Business Analytics (CBA) at Milgard School of Business, 2019
