

# Roberta Pisani

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RESEARCHER

**Digital Transformation**

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## Biography

Roberta Pisani is a Researcher of Digital Transformation at SDA Bocconi School of Management.

She is an Academic Fellow of the following courses at Università Bocconi: Management; Strategic Finance; Strategic Analyses, ESG and Financial Valuation; Sustainable Operations Management; Technology and Operations; Management and Economics for Sustainability - Corporate Sustainability Strategies and Governance; Organizational Behavior and Leadership; Fundamentals of Organization; Leadership and Managerial Skills Seminar; Business Game for management. She was an Academic Fellow of the following courses at Università Bocconi: Strategic Options for Global Markets; Innovation and Globalization; Data driven analysis and decision making in business; Innovative retail design. In 2023/2024 a.y., she is a contract professor of Management at Bocconi University.

Her research activities focus on innovation management, sustainability, digital transformation, New Technologies, circular economy, Fintech, Industry 4.0. She has written three monographs, published by Egea, four academic articles and three chapters in books on these topics. Her work has been published in African Journal of Science, Technology, Innovation and Development and Chinese Business Review, among others. She is a member of the Italian Society of Management (SIMA), Italian Academy of Management (AIDEA), British Academy of Management (BAM).

Roberta earned a BSc in Economics and Finance and a MSc in Business Administration and Law from Università Bocconi. Roberta obtained also a PhD in Global Studies - Curriculum in Digital Transformation from University for Foreigners "Dante Alighieri" and she was a visiting PhD student at Università Bocconi. She is also a chartered accountant and auditor.

## Teaching domains

Corporate Sustainability

Digital Innovation

Industry 4.0

Circular Economy

Technology Management

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## ARTICLES IN SCHOLARLY JOURNALS

MAVILIA R., PISANI R.

**Blockchain for agricultural sector: The case of South Africa**

African Journal of Science, Technology, Innovation and Development, 2022, vol.14, no. 3, pp.845-851

MAVILIA R., PISANI R.

**Global Value Chains in the Era of 4IR: New Paradigm of Business Models for SMEs**

Chinese Business Review, 2021, vol.20, no. 1, pp.1-10

MAVILIA R., PISANI R.

**Blockchain and catching-up in developing countries: The case of financial inclusion in Africa**

African Journal of Science, Technology, Innovation and Development, 2020, vol.12, no. 2, pp.151-163

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## RESEARCH MONOGRAPHS

MAVILIA R., PISANI R.

**Gli effetti di Industria 4.0 sulla trasformazione digitale**

Egea, Milano, Italy, 2020

MAVILIA R., PISANI R.

**Project Management nei Finanziamenti Europei**

Egea, Milano, Italy, 2019

MAVILIA R., PISANI R.

**Management delle nuove tecnologie per l'inclusione e l'innovazione sociale**

Egea, Milano, Italy, 2019

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## CONTRIBUTION TO CHAPTERS, BOOKS OR RESEARCH MONOGRAPHS

PERRINI F., PISANI R.

**Gestione strategica della tecnologia e dell'innovazione** in *Management - IV Ed. Economia Aziendale e Gestione delle Imprese*

F. Perrini (Eds), Egea, pp.407-434, 2023

MAVILIA R., PISANI R., BOVALINO G. N.

**Deep Web e Dark Web come risorse per la Cybersecurity** in *Abitare i media: Esperienze e forme dal cinema ai nuovi linguaggi digitali*

G. N. Bovalino, D. Siclari (Eds), Editoriale Scientifica, pp.123-132, 2020

MAVILIA R., PISANI R., BOVALINO G. N.

**L'impatto delle Nuove Tecnologie sui Media: Il Caso dell'Editoria** in *Abitare i media: Esperienze e forme dal cinema ai nuovi linguaggi digitali*

G. N. Bovalino, D. Siclari (Eds), Editoriale Scientifica, pp.133-147, 2020

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## PROCEEDINGS/PRESENTATIONS

MAVILIA R., PISANI R.

**Determinants for a successful fashion loyalty program and communalities among countries**

*Sinergie-SIMA Management Conference 2021: Leveraging Intersections in Management Theory and Practice, 10-11 June, 2021, (Virtual), Italy*

MAVILIA R., PISANI R.

**Global Value Chains in the era of 4IR: New paradigm of Business Models for SMEs**

*Sinergie-SIMA 2020 Virtual Conference : Grand Challenges: Companies and Universities working for a better society, 7-8 September, 2020, (virtual), Italy*

MAVILIA R., PISANI R.

**Intellectual Capital disclosure and third mission in Italian Universities**

*Sinergie-SIMA 2020 Virtual Conference : Grand Challenges: Companies and Universities working for a better society, 7-8 September, 2020, (virtual), Italy*

MAVILIA R., PISANI R.

**Scaling Blockchain for Agricultural Sector: The Agridigital Case**

*3rd International Scientific Conference on IT, Tourism, Economics, Management and Agriculture, October 24 2019, Bratislava, Slovakia*

ZAPPIA F., CHEN L., PISANI R.

**The Impact of New Technologies on Auditing: A Blockchain Paradigm**

*3rd International Scientific Conference on IT, Tourism, Economics, Management and Agriculture, October 24 2019, Bratislava, Slovakia*

MAVILIA R., PISANI R.

**Blockchain and catching-up in developing countries: The case of financial inclusion in Africa**

*LUMSA Conference 2019 – Digital Transformation and Internationalization of Firms: Prospects, Challenges and Future Agenda, 7-8 February, 2019, Palermo, Italy*

MAVILIA R., PISANI R.

**The effects of digital transformation: Social networks as sociability space**

*LUMSA Conference 2019 – Digital Transformation and Internationalization of Firms: Prospects, Challenges and Future Agenda, 7-8 February, 2019, Palermo, Italy*

MAVILIA R., PISANI R.

**Blockchain and catching-up in developing countries: The case of financial inclusion in Africa**

*Società Italiana di Economia e Politica Industriale: XVII Workshop Annuale, 31 January-1 February 2019, Roma, Italy*

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## RESEARCH NOTES OR SHORT ARTICLES IN JOURNALS

ZAPPIA F., CHEN L., PAVONE P., PISANI R.

**A Model of Interaction Between the Financial Sector and the Energy Sector: The Hypothesis of Energy Currency**

2018, Chinese Business Review

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