

Carlo Alberto Carnevale Maffè¹

ASSOCIATE PROFESSOR OF PRACTICE

Innovation

CARLOALBERTO.CARNEVALE@SDABOCCONI.IT

Biography

Carlo Alberto Carnevale Maffè is an Associate Professor of Practice of Strategy and Entrepreneurship at SDA Bocconi School of Management.

At Bocconi, he has taught in executive programs with leading international business schools (Wharton School – University of Pennsylvania, Stern School of Business – New York University, HEC Paris, Steinbeis University Berlin, International Management Institute New Delhi, Athens University of Economics, etc.) and in undergraduate and post-graduate courses (Business Strategy, Management Consulting). He has been the coordinator of Master in Strategy and of the executive program in “Competitive Intelligence”, faculty member of Master in Business Administration and Master in Fashion, Experience & Design. He conducts research projects and executive education programs for many international corporations.

His research activity is focused on four key topics (innovation strategies, new business models, competitive intelligence, servitization and circular economy) applied to diverse industries (technology, financial institutions, automotive & industrial solutions, telecommunications, luxury goods, etc.).

The author of many essays, books and articles, his works have been published in various journals and reviews, such as Long Range Planning, Harvard Business Review Italia, Economia & Management. He has been a Visiting Lecturer at Columbia Graduate School of Business – New York. He has received the SDA Bocconi “Teaching Award”. He is the author and co-author of many publications on business cases such as Google, Facebook, Groupon, Telecom Italia, BMW–Mini, Tod’s, Geox, Reply, Banca Mediolanum. He has been a reviewer and a member of the scientific committee of specialized journals. He is a member of the Italian Association of Professional Journalists, an economic editorialist for Mediaset News, a regular contributor with economic op-ed and comments for the international press and TV companies, and coordinator of programs for radio broadcasters, such Radio24 – Il Sole 24 Ore, GEDI–RadioCapital. He is the chairman for workshops held by Aspen Institute Italia. He serves as independent director, member of the board and strategy adviser for venture capital funds and many international corporations and financial institutions, some of which are listed on the stock exchange. He collaborates with the CEFRIEL Research Center on digital ecosystems. He has been a member of the ABI–Lab Committee for research on innovation in financial services and he is part of ANIE (Associazione Nazionale Imprese Elettrotecniche ed Elettroniche), the Confindustria scientific committee for research on “Industry 4.0”. He has been a member of the Strategic Management Society and Society of Competitive Intelligence Professionals, and a Best Paper Nominee at the Academy of Management. He has served on the Steering Committee for E–Business Policies of the European Commission – DG Enterprise, and collaborates with the eHealth Network for the European Commission.

Carlo Alberto holds a Master cum laude in International Economics and Management at SDA Bocconi and a degree cum laude in Political Science (Methodologies for Social Research) from Università degli Studi di Milano.

Teaching domains

New Business Models

High Impact Technologies

Circular Economy

Competitive Intelligence

Artificial Intelligence

ARTICLES IN SCHOLARLY JOURNALS

CARNEVALE MAFFE' C. A.

La mappa visibile del change management

Harvard Business Review Italia, August, 2014, vol.7-8 (Supplemento), pp.4-7

CARNEVALE MAFFE' C. A.

Elogio dell'incertezza

Harvard Business Review Italia, May, 2012, vol.5 (Supplemento), pp.3-4

CARNEVALE MAFFE' C. A.

Leadership come narrazione strategica

Harvard Business Review Italia, April, 2009

CARNEVALE MAFFE' C. A.

Le decisioni tra monopolio e mercato

Harvard Business Review Italia, December, 2009

QUÉLIN B. V., FLIER B., VAN DEN BOSCH F. A., VOLBERDA H. W., CARNEVALE MAFFE' C. A., TOMKIN N., MELIN L., KRIGER M. P.

The Changing Landscape of the European Financial Services Sector

Long Range Planning, 2001, vol.34, no. 2, pp.179-207

RESEARCH MONOGRAPHS

AMIGONI F., CARNEVALE MAFFE' C. A.

Servizi postali e vendita a distanza

Egea, Milano, Italy, 2000

PRACTICE-ORIENTED BOOKS

CARNEVALE MAFFE' C. A.

G Factor. Storie di imprese che crescono con Google

Egea, Milano, Italy, 2018

TEXTBOOKS

CARNEVALE MAFFE' C. A., CARNEVALE MAFFÈ T.

Statistica – Interpretazione, calcolo ed elaborazione dei dati

Antonio Vallardi Editore, Milano, Italy, 2007

CONTRIBUTION TO CHAPTERS, BOOKS OR RESEARCH MONOGRAPHS

CARNEVALE MAFFE' C. A., PORCU R., TOLA A.

“Everything-as-a-Service”: The Evolution of the Private Market for Goods into a Public Service Platform in *Innovation, Quality and Sustainability for a Resilient Circular Economy*

Giovanni Lagioia, Annarita Paiano, Vera Amicarelli, Teodoro Gallucci, Carlo Ingrao (Eds), Springer International Publishing, pp.393-399, 2024

CARNEVALE MAFFÈ C., SAVIOZZI F.

A chi conviene veramente lo sconto imbattibile in *Groupon: a chi conviene davvero lo sconto imbattibile*

Frank Sennett (Eds), Egea, pp.251-264, 2012

CARNEVALE MAFFÈ C., SAVIOZZI F.

Carpe Deal in *Groupon: a chi conviene davvero lo sconto imbattibile*

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Vise D., Malseed M.(Ed), Egea, chap. Saggio Introduttivo, 2010

CARNEVALE MAFFE' C. A., VENZIN M., MAHNKE V.

L'internazionalizzazione dei beni digitali in *Strategie di internazionalizzazione*

di C. Demattè, F. Perretti, E. Marafioti (Eds), Egea, pp.183-200, 2008

CARNEVALE MAFFE' C. A.

L'impresa apolide in *Living network. L'intelligenza delle cose al servizio delle persone. L'impatto della rivoluzione tecnologica*

Lawendel A.(Ed), Il Sole 24 Ore, 2007

CARNEVALE MAFFE' C. A., VENZIN M.

Specificità e linee guida della crescita internazionale delle aziende familiari in *Capaci di crescere. L'impresa italiana e la sfida internazionale*

Guido Corbetta (Eds), Egea, 2005

CARNEVALE MAFFE' C. A.

Sulla Rete Senza Rete? Criteri di valutazione della sostenibilità strategica dei business model su Internet in *E-business: condizioni e strumenti per le imprese che cambiano*

C. Dematté(Ed), Etas Libri, 2001

ARTICLES IN NATIONAL/INTERNATIONAL NEWSPAPERS

CARNEVALE MAFFE' C. A.

Intelligenza Artificiale: La Sifa di ChatGPT

Vanity Fair, 22 February, 2023

CARNEVALE MAFFE' C. A.

Il talento delle donne che fanno impresa

Il Sole 24 Ore, 5 December, 2022

CARNEVALE MAFFE' C. A.

Su economia verde e digitale il Pnrr sbaglia le premesse

lavoce.info, 29 January, 2021

ANESI F., CARNEVALE MAFFE' C. A.

Il calcio italiano si gioca la partita dell'innovazione: premiato dall'Uefa per l'AI

Il Sole 24 Ore, 14 November, 2018

CARNEVALE MAFFE' C. A.

Un «grande swap» per le banche

Il Sole 24 Ore, 21 January, 2016

CARNEVALE MAFFE' C. A.

Banche e parco buoi: il futuro degli istituti del territorio (e dei loro clienti)

Il Sole 24 Ore, 8 May, 2015

CARNEVALE MAFFE' C. A.

Banche, piccolo è stato bello ora non più. Ecco perché

Il Sole 24 Ore, 6 May, 2015

ARTICLES UPON REQUEST/INVITATION

CARNEVALE MAFFE' C. A.

L'impero digitale colpisce ancora

2020, ItalianiEuropei

CARNEVALE MAFFE' C. A.

Il prezzo delle bufale

2018, Aspenia

CARNEVALE MAFFE' C. A.

L'internet dei doveri: da infrastruttura a istituzione

2015, ItalianiEuropei

CASES IN INTERNATIONAL CASE COLLECTIONS

CARNEVALE MAFFE' C. A.

CFN/CNBC: Rethinking a Financial Television Channel

2005, The Case Centre, Great Britain

CARNEVALE MAFFE' C. A.

Geox and Mario Moretti Polegato: The Accidental Shoemaker

2005, The Case Centre, Great Britain

CARNEVALE MAFFE' C. A.

H3G: Hutchison Whampoa's Big Bet on the Italian UMTS Market

2005, The Case Centre, Great Britain

CARNEVALE MAFFE' C. A., CORBELLINI E. P.

Tod's: Building and Developing a Luxury Group

2005, The Case Centre, Great Britain

COMMENTS, DISCUSSIONS, REPLIES IN JOURNAL

PERRETTI F., CARNEVALE MAFFE' C. A.

Il futuro di internet e della new economy: scenari e strategie per le imprese

2001, Economia & Management

OTHER

CARNEVALE MAFFE' C. A.

Né Free né pay. L'evoluzione economica e organizzativa del modello di produzione televisiva

2009, LINK - Idee per la TV, Italy

PREFACES, POSTFACES, SHORT INTRODUCTIONS

CARNEVALE MAFFE' C. A.

Prefazione in *Il Simposio di Ray*

Leondini F.(Ed), Input Edizioni, 2020

CARNEVALE MAFFE' C. A.

Benvenuti nell'era dell'Orgware in *The Red Side of Change*

Francesco Samorè(Ed), Egea, 2019

RESEARCH REPORTS

ALTOMONTE C., BRIOSCHI A., CARNEVALE MAFFE' C. A., PIROTTI G. B., RIELA S.

Il contributo di Sky Italia alla società e all'economia nazionale

2023, SDA Bocconi, Milano, Italy

ALTOMONTE C., CARNEVALE MAFFE' C. A., DI FRANCESCO M., PIROTTI G. B., RIELA S.

The contribution of the digital B2C marketplaces of Alibaba to the European Economy and the International Sustainable Development of SMEs

2023, SDA Bocconi, Milano, Italy

Grants & Honors

Teaching Award - SDA Bocconi School of Management , 2008
