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ASSISTANT PROFESSOR

**Retail Banking**

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# Biography

Anna Omarini is a Tenured Researcher and Adjunct Professor of Bank and Fintech, Department of Finance, Università Bocconi. She is the Director of the following optional courses: Bank and Fintech: vision and strategy (option in Masters degree) and Fintech for digital transformation (option in undergraduate degree).

Her cooperation with SDA Bocconi began in 1992. Since then, she has run numerous courses such as Retail Bank Management, Digital banking, Bank marketing and loyalty management. She has conducted workshops and field research projects on the following topics: bank-customer relationships in retail banks; direct banking; quality value drivers in wealth management markets; branch innovation; evolution of payment systems and innovation in the bank industry. She has worked with both banks and insurance companies. She has also delivered Masters in Business and Banking Administration in banks for both senior and young professionals.

Her research activities focus on bank strategy; retail banking; FinTech, digital banking and open banking; bank marketing and loyalty management; payment services; quality value drivers in wealth management; bank innovation.

She is the author of numerous book chapters and articles on the subjects she has been developing for many years. She has published her books with Palgrave Macmillan, McGrawHill and Springer . Her articles have been published in the Journal of Finance and Bank Management, the Journal of Financial Transformation, the Journal of Banks and Bank Systems, the Journal of Management Studies, Economia & Management, Bancaria, Il Risparmio and Banche e Banchieri, among others. She is a reviewer for the Journal of Accounting and Finance; The Journal of Financial Management, Markets and Institutions JFMI and Palgrave Macmillan Ltd; she is an editorial board member of Frontiers in Artificial Intelligence, the Journal of Management Studies. She is a member of numerous associations, organizations and scientific committees. She also participates in conferences in Italy and abroad, as a speaker and chairman. She has also developed her experience as an independent board member in financial institutions and banks.

Anna earned a degree in Business Administration from Università Bocconi and completed an ITP Programme at the Stern School, New York University (1999).

## Teaching domains

Fintech

Financial Institutions

Financial Marketing

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## ARTICLES IN SCHOLARLY JOURNALS

OMARINI A.

**Sfide e soluzioni per il settore bancario**

Economia & Management, 2021, no. 2, pp.30-34

OMARINI A.

**FinTech: A New Hedge for a Financial Re-intermediation. Strategy and Risk Perspectives**

Frontiers in Artificial Intelligence, 2020, vol.3, no. 63

OMARINI A.

**La digital banking transformation: dall'unbundling al re-bundling, verso nuovi modelli di intermediazione**

Bancaria, 2020, vol.76, no. 1, pp.65-76

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**The Retail Bank of Tomorrow: A Platform for Interactions and Financial Services. Conceptual and Managerial Challenges**

Research in Economics and Management, 2018, vol.3, no. 2, pp.110-133

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**Private banking: new frontiers in getting customers and keeping them**

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**The digital transformation in banking and the role of FinTechs in the new financial intermediation scenario**

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**Nuovo modello di filiale o nuovo modello di intermediazione bancaria?**

Bancaria, 2016, vol.72, no. 11, pp.65-82

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**Retail banks and the priority system: the need to balance strategy, capital, people, process and the institutional stature**

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**Looking for strategies to re-launch retail banking: the mobile payment ecosystem**

Gstf Journal on Business Review, 2013, vol.2, no. 3, pp.192-197

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**Modelli di business, strategie e gestione delle banche**

Bancaria, 2013, vol.4, no. 4, pp.66-76

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**Il business retail delle banche: sfide e opportunità da cogliere**

Bancaria, 2012, no. 7-8, pp.64-74

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## RESEARCH MONOGRAPHS

OMARINI A.

**Private Banking and Wealth management. Customer Segmentation a Way for Selecting, Getting & Keeping Customers**

## EDITED BOOKS

BARAVELLI M., ALIOTO S., D'ALTERIO R., OMARINI A. (EDS.)

**Le strategie competitive nel retail banking. Segmentazione della clientela, modelli organizzativi e politiche commerciali**

Bancaria Editrice, Roma, Italy, 2006

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## TEXTBOOKS

OMARINI A.

**Banks and Banking: Digital Transformation and the Hype of Fintech. Business impacts, new frameworks and managerial implication**

McGraw-Hill Education, Italy, 2019

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## CONTRIBUTION TO CHAPTERS, BOOKS OR RESEARCH MONOGRAPHS

OMARINI A.

**Banche e FinTech: come disegnare una signature customer experience** in *Contactless signature experience: il futuro della relazione con il cliente tra fisico e virtuale*

S. Saviolo(Ed), Egea, chap. 8, pp.147-167, 2021

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**FinTech and Regulation: From Start to Boost—A New Framework in the Financial Services Industry. Where Is the Market Going? Too Early to Say** in *Disruptive Technology in Banking and Finance*

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**Clients** in *Global Private Banking and Wealth Management. The new realities*  
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