

Carmelo Cennamo

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Digital Transformation

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Biography

Carmelo Cennamo is a SDA Affiliate Professor of Digital Transformation at SDA Bocconi School of Management. He is Professor of Strategy and Entrepreneurship at Copenhagen Business School.

At SDA Bocconi, as a subject matter expert, Carmelo conducts the project "A guide to platform economy for incumbents", part of the Devo Lab research activities

A frequent speaker in academic, corporate and industry events on platform competition, ecosystem strategy and digital transformation, he also actively contributes to the public debate on the regulatory framework for digital platforms and digital markets.

His research activities focus on platform competition, ecosystem strategy, digital markets and digital transformation. His current research addresses three main questions. The first is the impact of digital platforms on competitive dynamics in a market/sector. The second focuses on the role of ecosystem governance for competitive advantage in companies. The third is aimed at understanding the factors driving digital platform disruption of incumbent businesses and entire sectors.

He is the author of numerous articles on his topics of interest. His work has been published in the Strategic Management Journal, Organization Science, The Journal of Management, Research Policy, The Journal of Management Studies, The Academy of Management Perspectives, The Academy of Management Discoveries, Information Systems Research, The MIT Sloan Management Review, The California Management Review, among others. Carmelo has won numerous research awards, including the Best Paper Prize (finalist) from the Strategic Management Society (2014, 2018), Best Paper Award (finalist, 2017), Best Paper Proceedings (2017, 2015, 2013), Best Dissertation Award (finalist, 2011), and Distinguished Student Paper Award (2010) from the Academy of Management. Carmelo has served as a guest associate editor for the Information Systems Research's special Issue on platforms and infrastructures in the digital age, and as a guest editor for the California Management Review's special section on Digital transformation. He is a member of the Strategic Management Society (SMS) and the Academy of Management and a member of the Scientific Board of AgendaDigitale.eu.

Carmelo earned an MSc in Economics from Università Bocconi and a PhD in Strategic Management from IE Business School. He is married with two children.

Teaching domains

Digital Innovation

ARTICLES IN SCHOLARLY JOURNALS

MEYER T., KERKHOF A., CENNAMO C., KRETSCHMER T.

Competing for attention on digital platforms: The case of news outlets

Strategic Management Journal, 2024, vol.45, no. 9, pp.1731-1790

JACOBIDES M. G., CENNAMO C., GAWER A.

Externalities and complementarities in platforms and ecosystems: From structural solutions to endogenous failures

Research Policy, 2024, vol.53, no. 1, pp.104906

KARANOVIC J., ALTMAN E. J., CENNAMO C.

Gig, el poder de fijar el precio en una plataforma de servicios - Who Should Price a Gig?

Mit Sloan Management Review, 2023, vol.65, no. 1, pp.62-67

CENNAMO C., KRETSCHMER T., CONSTANTINIDES P., ALAIMO C., SANTALÓ J.

Digital Platforms Regulation: An Innovation-Centric View of the EU's Digital Markets Act

Journal of European Competition Law & Practice, 2023, vol.14, no. 1, pp.44-51

CENNAMO C., OLIVEIRA P., ZEJNILOVIC L.

Unlocking Innovation in Healthcare: The Case of the Patient Innovation Platform

California Management Review, 2022, vol.64, no. 4, pp.47-77

PANICO C., CENNAMO C.

User preferences and strategic interactions in platform ecosystems

Strategic Management Journal, 2022, vol.43, no. 3, pp.507-529

CENNAMO C., DIAFERIA L., GAUR A., SALVIOTTI G.

Assessing Incumbents' Risk of Digital Platform Disruption

MIS Quarterly Executive, 2022, vol.21, no. 1, pp.55-74

TAVALAEI M. M., CENNAMO C.

In search of complementarities within and across platform ecosystems: Complementors' relative standing and performance in mobile apps ecosystems

Long Range Planning, 2021, vol.54, no. 5, pp.101994

CENNAMO C.

Competing In Digital Markets: A Platform-Based Perspective

Academy of Management Perspectives, 2021, vol.35, no. 2, pp.265-291

CENNAMO C., DAGNINO G. B., DI MININ A., LANZOLLA G.

Managing Digital Transformation: Scope of Transformation and Modalities of Value Co-Generation and Delivery

California Management Review, 2020, vol.62, no. 4, pp.5-16

MASUCCI M., BRUSONI S., CENNAMO C.

Removing bottlenecks in business ecosystems: The strategic role of outbound open innovation

Research Policy, 2020, vol.49, no. 1, pp.103823

CENNAMO C., MARCHESI C., MEYER T.

Two sides of the same coin? Decentralized versus proprietary blockchains and the performance of digital currencies.

Academy of Management Discoveries, 2020, vol.6, no. 3, pp.382-404

CENNAMO C., SANTALÓ J.

Generativity Tension and Value Creation in Platform Ecosystems

Organization Science, 2019, vol.30, no. 3, pp.617-641

CENNAMO C.

Building the Value of Next-Generation Platforms: The Paradox of Diminishing Returns

Journal of Management, 2018, vol.44, no. 8, pp.3038-3069

JACOBIDES M. G., CENNAMO C., GAWER A.

Towards a theory of ecosystems

Strategic Management Journal, 2018, vol.39, no. 8, pp.2255-2276

CENNAMO C., OZALP H., KRETSCHMER T.

Platform Architecture and Quality Trade-offs of Multihoming Complements

Information Systems Research, 2018, vol.29, no. 2, pp.461-478

VISNJIC I., NEELY A., CENNAMO C., VISNJIC N.

Governing the City: Unleashing Value from the Business Ecosystem

California Management Review, 2016, vol.59, no. 1, pp.109-140

CENNAMO C., SANTALÓ J.

How to Avoid Platform Traps

Mit Sloan Management Review, 2015, vol.57, pp.12-15

CENNAMO C., SANTALÒ J.

Platform Competition: Strategic Tradeoffs in Platform Markets

Strategic Management Journal, 2013, vol.34, pp.1331-1350

CENNAMO C., BERRONE P., GOMEZ-MEJIA L. R.

Does Stakeholder Management have a Dark Side?

Journal of Business Ethics, 2009, vol.89, no. 4, pp.491-507

EDITED BOOKS

CENNAMO C., DAGNINO G., ZHU F. (EDS.)

Research Handbook on Digital Strategy

Edward Elgar Publishing, Cheltenham, , 2023

OTHER

CENNAMO C.

Not just a game, but a game changer

2024, Via Sarfatti 25, Milano, Italy

CENNAMO C.

Startup, ecco il principale problema che frena quelle italiane

2018, Agenda Digitale, Italy

CENNAMO C., BREGU A. J.

Startup, la mappa che spiega il primato di Milano

2017, Agenda Digitale, Italy

CENNAMO C.

Startup in rosso, ma il capitale umano è il vero problema

2017, Agenda Digitale, Italy

CENNAMO C.

Startup e Pmi innovative, s'è persa la bussola politica: quali speranze nel 2017

2017, Agenda Digitale, Italy

CENNAMO C.

Startup, a chi vanno i soldi? Ecco lo studio che rivela lo stato dell'arte in Italia

2016, Agenda Digitale, Italy

CENNAMO C.

"Pmi innovative"? Ecco perché la visione del Governo ha il fiato corto

2016, Agenda Digitale, Italy

CENNAMO C.

Format di open innovation al debutto in Italia: un esempio

2015, Agenda Digitale, Italy

CENNAMO C.

La Strategia Paese ha dimenticato le piattaforme digitali

2015, Agenda Digitale, Italy

CENNAMO C.

Le startup italiane dimenticano il territorio. E fanno molto male

2015, Agenda Digitale, Italy

CENNAMO C.

I due diversi modelli di smart city: uno studio analizza Vienna, Chicago, Londra

2015, Agenda Digitale, Italy

CENNAMO C.

Ecco come rendere la PA un motore di startup innovative

2014, Agenda Digitale, Italy

CENNAMO C.

Startup, non bastano gli incentivi: manca una visione Paese

2014, Agenda Digitale, Italy

PROCEEDINGS/PRESENTATIONS

CHENG Y., CENNAMO C., PANICO C.

Big Tech, Small Tech, and the Dynamics of Technology Life Cycle: The Case of AI's Evolution

84th Annual Meeting of the Academy of Management, August 9-13 2024, Chicago, IL, United States of America

KARANOVIC J., OZALP H., CENNAMO C., BOONS M.

Name Your Price: Dual Strategic Responses to Platform Design Change

84th Annual Meeting of the Academy of Management, August 9-13 2024, Chicago, IL, United States of America

CENNAMO C., CHEN Y., PANICO C.

Big Tech, Small Tech, and the Technology Life Cycle: The Case of Artificial Intelligence's Evolution

SMS 43rd Annual Conference, 30 September-3 October, 2023, Toronto, Canada

MORINO P., PANICO C., CENNAMO C.

"In Medio Stat Virtus": Targeted Ad in Social Media Platforms with Heterogeneous Participants

83rd Annual Meeting of the Academy of Management, 4-8 August 2023, Boston, United States of America

CHEN Y., CENNAMO C., PANICO C.

Big Tech's Impact on Innovation Trajectories: Dynamic Relation between Corporate Activities and Market Activities

DRUID 2023 Conference, June 10-12, 2023, Lisbon, Portugal

TOROI J., CENNAMO C., MOHAMMADI A.

How Platforms Governance Affects Entrepreneurs' Capacity to Attract Funding

DRUID 2023 Conference, June 10-12, 2023, Lisbon, Portugal

PANICO C., MURTINU S., CENNAMO C.

How do Humans and Algorithms Interact? Augmentation, Automation, and Co-specialization for Greater Precision in Decision-Making

DRUID 2023 Conference, June 10-12, 2023, Lisbon, Portugal

MORINO P., PANICO C., CENNAMO C.

"In Medio Stat Virtus": Targeted Advertising in Social Media Platforms with Heterogeneous Participants

DRUID 2023 Conference, June 10-12, 2023, Lisbon, Portugal

MEYER T., KERKHOF A., CENNAMO C., KRETSCHMER T.

Competing for Attention on Information Platforms: The Case of Local News Outlets

DRUID 2022 Conference, June 13-15, 2022, Copenhagen, Denmark

MEYER T., CENNAMO C., YILMAZ E. D.

Platform-based Disruption: The Dual Effect of Digital Platforms on Incumbent Firms

DRUID21 Conference, October 18-20, 2021, Copenhagen, Denmark

CENNAMO C., CONSTANTIOU I., WESSEL M.

The "love effect" in crowdfunding markets: How platform selective promotion of projects affects value creation

DRUID21 Conference, October 18-20, 2021, Copenhagen, Denmark

CENNAMO C., DIAFERIA L., GAUR A., SALVIOTTI G.

Digital Transformation and Incumbent Businesses: How to Understand and Assess Platform Disruption

3rd Competitive Renaissance Through Digital Transformation Conference, February 18-19, 2021, Pavia, Italy

AVERSA P., CENNAMO C., LORENZONI G. G.

Digital Transformation in Manufacturing Ecosystems: A Case of Integration Decoupling

The Academy of Management Annual Meeting 2020: Broadening Our Sight - 7 -11 August 2020, (Online Event)

MEYER T., CENNAMO C.

For Which Incumbents Are Digital Platforms Really a Threat? - The Role of Asset Ownership

The Academy of Management Annual Meeting 2019: Understanding the Inclusive Organization - 9 -13 August 2019, Boston, United States of America

CENNAMO C., TAVALAEI M. M.

Stock versus Novelty: Technology Adoption Momentum Revisited

EURAM '18, June 19-22, 2018, Reykjavík, Iceland

CENNAMO C., PANICO C.

What drives a platform's strategy? Usage, membership and competition effects

Academy of Management Annual Conference - 7-11 August 2015, Vancouver, Canada

ZOLLO M., CENNAMO C., NEUMANN K.

Beyond what and why: understanding organizational evolution towards sustainable enterprise models

13th EURAM Conference, 26-29 June, 2013, Istanbul, Turkey

CORBETTA G., CENNAMO C., NALDI L.

Family versus non-family CEO and firm performance: Moderating effects of firm size, stock exchange affiliation and location

11th Annual IFERA (International Family Enterprise Research Academy) Conference - June 28-July 1, 2011, Palermo,

RESEARCH NOTES OR SHORT ARTICLES IN JOURNALS

CENNAME C., ZHU F.

Should Your Company Build an Open or Closed Ecosystem?

2024, Harvard Business Review, United States of America

CENNAME C., SOKOL D. D.

Can the EU Regulate Platforms Without Stifling Innovation?

2021, Harvard Business Review, United States of America

RESEARCH REPORTS

SALVIOTTI G., GAUR A., CENNAME C., DIAFERIA L.

A guide to Platform Economy for Incumbents

2020, DEVO Lab – SDA Bocconi School of Management, Milan, Italy

Grants & Honors

Best Paper prize (with Y. Chen, C. Panico) for the paper “Big Tech, Small Tech, and the Technology Life Cycle: The Case of Artificial Intelligence’s Evolution” – Strategic Management Society , 2023

Best Paper proceedings, Technology & Innovation Management Division – Academy of Management , 2017

Best Paper proceedings, Technology & Innovation Management Division – Academy of Management , 2015

Best Paper proceedings, Business Policy & Strategy Division – Academy of Management , 2013

Distinguished Student Paper Award, Business Policy & Strategy Division – Academy of Management , 2010
