

# Anna Omarini

## FINANCE

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ASSISTANT PROFESSOR

Retail Banking

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## Biography

Anna Omarini is a Tenured Researcher and Professor of FinTech at the Department of Finance of Università Bocconi. She is the Director of the following elective courses: Bank and Fintech: vision and strategy and Fintech for digital transformation.

Her cooperation with SDA Bocconi began in 1992. Since then, she has run numerous courses such as Retail Bank Management, Digital banking, Bank marketing, loyalty management, and virtual banking. She has conducted workshops and field research projects on the following topics: bank-customer relationships in retail banks; innovation in banking; direct banking; multichannel 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 developed bespoke Masters in Business and Banking Administration for banks delivered to 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; and bank innovation.

She is the author of numerous books, chapters and articles on the subjects she has been developing for several years. She has published her monographies with Palgrave MacMillan, McGrawHill and Springer. She has been author of chapters and book editor for international publishers (Wiley, Palgrave Macmillan Ltd, McGrawHill, Springer, Routledge Taylor and Francis Group), and national ones (Bancaria Editrice, Egea, FrancoAngeli, Etas, Edibank). Her articles have been published in international journals (such as Journal of Finance and Bank Management, The Capco Institute Journal of Financial Transformation, Journal of Banks and Bank Systems, Frontiers - Artificial Intelligence in Finance, Journal of Management Studies) and national journals (Economia & Management, Il Risparmio, Bancaria e Banche e Banchieri, among others). She is a reviewer for several journals (such as Journal of Financial Services Marketing, Journal of Accounting and Finance, Electronic Markets, The Journal of Financial Management, Markets and Institutions JFMI).

She is an editorial board member of Frontiers in Artificial Intelligence, and the Journal of Accounting and Finance.

She is a member of numerous associations, organizations and advisory committees (such as ABILab since 2018, and ItaliaFintech since February 2024).

She also participates in conferences in Italy and abroad, as a speaker and chairperson. She has also developed her experience as an independent board member in financial institutions and banks.

Since January 2024, she is member of the CBDC Academic Advisory Group of the Bank of England.

## Teaching domains

## Latest publications

OMARINI A.

From Digital Technologies to New Economics in Banking: How to Drive the Future of Digital Money and Data Information Knowledge in *Digital Transformation and the Economics of Banking: Economic, Institutional, and Social Dimensions*

Piotr Łasak, Jonathan Williams(Ed), Routledge, Taylor and Francis Group, chap. 3, pp.31-49, 2024

OMARINI A.

Bank and fintech for transformation of financial services: what to keep and what is changing in the industry

Journal of Financial Transformation, 2023, no. 58, pp.104-113

OMARINI A.

Shifting Paradigms in Banking: How New Service Concepts and Formats Enhance the Value of Financial Services in *The Fintech Disruption. How Financial Innovation Is Transforming the Banking Industry*

Thomas Walker, Elaheh Nikbakht, Maher Kooli(Ed), Springer International Publishing, chap. 4, pp.75-113, 2023

OMARINI A.

The Changing Landscape of Retail Banking and the Future of Digital Banking in *The Future of Financial Systems in the Digital Age*

Markus Heckel, Franz Waldenberger(Ed), Springer Singapore, pp.133-158, 2022

OMARINI A.

Retail Banks' Challenges and Opportunities from Vision and Strategy to Managing People, Processes and Capital in *Current Aspects in Business, Economics and Finance Vol. 3*

Turgut Türsoy(Ed), B P International, pp.74-103, 2022

OMARINI A.

Sfide e soluzioni per il settore bancario

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

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