

# Carmelo Cennamo

STRATEGY, ENTREPRENEURSHIP AND GOVERNANCE

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AFFILIATE PROFESSOR

Digital Transformation

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## Biography

Carmelo Cennamo is a SDA Affiliate Professor of Digital Transformation II 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

Competitive Advantage

New Business Models

Technology Management

## Latest publications

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

MASUCCI MONICA, BRUSONI STEFANO, CENNAMO C.

Removing bottlenecks in business ecosystems: The strategic role of outbound open innovation  
Research Policy, 2020, vol.49, no. 1, pp.103823

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

A guide to Platform Economy for Incumbents  
2020, DEVO Lab - SDA Bocconi School of Management, Milan, Italy

CENNAMO C., MARCHESI CECILIA, MEYER TIM

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

PANICO CLAUDIO, CENNAMO C.

User preferences and strategic interactions in platform ecosystems  
Strategic Management Journal, 2020

CENNAMO C., SANTALÓ JUAN

Generativity Tension and Value Creation in Platform Ecosystems  
Organization Science, 2019, vol.30, no. 3, pp.617-641

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## Grants & Honors

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

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