

Carmelo Cennamo

DIGITAL TRANSFORMATION

ARTICOLI SU RIVISTA SCIENTIFICA

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

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

Strategic Management Journal, 2024

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

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

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User preferences and strategic interactions in platform ecosystems

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

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Edward Elgar Publishing, Cheltenham, , 2023

ALTRO

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Not just a game, but a game changer

NOTE DI RICERCA O BREVI ARTICOLI SU RIVISTA

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PROCEEDINGS/PRESENTATIONS

CENNAMO C., CHEN Y., PANICO C.

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MORINO P., PANICO C., CENNAMO C.

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

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CHEN Y., CENNAMO C., PANICO C.

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RAPPORTI DI RICERCA

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