

Carmelo Cennamo

AFFILIATE PROFESSOR

Digital Transformation

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Biografia

Carmelo Cennamo è Professore Affiliato SDA di Digital Transformation presso SDA Bocconi School of Management. È Professore di Strategia e Imprenditorialità presso la Copenhagen Business School.

Presso SDA Bocconi Carmelo gestisce progetto, in qualità di esperto "A guide to platform economy for incumbents" nell'ambito delle attività di ricerca of the Devo Lab research activities.

Speaker frequente in consessi accademici, così come presso aziende ed eventi di settore sui temi di platform competition, ecosystem strategy e digital transformation, contribuisce anche attivamente al dibattito pubblico sulla regolamentazione delle piattaforme digitali e dei mercati digitali.

La sua attività di ricerca si focalizza sulla competizione tra piattaforme digitali, strategie ed innovazione di ecosistemi, concorrenza nei mercati digitali e digital transformation. La sua ricerca corrente rivolge su tre domande principali. La prima è l'impatto delle piattaforme digitali sulle dinamiche competitive di un mercato/settore. La seconda si focalizza sul ruolo della governance degli ecosistemi per il vantaggio competitivo di un'azienda. La terza è volta a comprendere le forze dirompenti delle piattaforme digitali ("platform disruption") sulle imprese incumbent e su interi settori.

È autore di numerosi articoli scientifici sul tema. Il suo lavoro è apparso su riviste prestigiose come Strategic Management Journal, Organization Science, Journal of Management, Research Policy, Journal of Management Studies, Academy of Management Perspectives, Academy of Management Discoveries, Information Systems Research, MIT Sloan Management Review, California Management Review. Carmelo ha ricevuto numerosi premi di ricerca, incluso il Best Paper Prize (finalist) dalla 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) da Academy of Management. Carmelo è stato guest associate editor di Information Systems Research per lo special Issue su "platforms and infrastructures in the digital age", e guest editor per la rivista California Management Review, special section su Digital transformation. È membro della Strategic Management Society (SMS) e Academy of Management, e membro del comitato scientifico di AgendaDigitale.eu.

Carmelo ha ricevuto un Master of Science (MSc) in Economics presso l'Università Bocconi e un dottorato di ricerca (PhD) in Strategic Management presso la IE Business School. È sposato, con 2 bimbi.

Ambito di insegnamento

Digital Innovation

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

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

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

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

CURATELE DI OPERE COLLETTANEE

CENNAMO C., DAGNINO G., ZHU F. (A CURA DI)

Research Handbook on Digital Strategy

Edward Elgar Publishing, Cheltenham, , 2023

ALTRO

CENNAMO C.

Not just a game, but a game changer

2024, Via Sarfatti 25, Milano, Italia

NOTE DI RICERCA O BREVI ARTICOLI SU RIVISTA

CENNAMO C., SOKOL D. D.

Can the EU Regulate Platforms Without Stifling Innovation?

PROCEEDINGS/PRESENTATIONS

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, Stati Uniti d'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, Portogallo

TOROI J., CENNAMO C., MOHAMMADI A.

How Platforms Governance Affects Entrepreneurs' Capacity to Attract Funding

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

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, Portogallo

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, Portogallo

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, Danimarca

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, Danimarca

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, Danimarca

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, Italia

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, Stati Uniti d'America

CENNAMO C., TAVALAEI M. M.

Stock versus Novelty: Technology Adoption Momentum Revisited

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

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, Turchia

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, Italia

RAPPORTI DI RICERCA

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

A guide to Platform Economy for Incumbents

2020, DEVO Lab - SDA Bocconi School of Management, Milan, Italia

Grants & Premi

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
