

Leonardo De Rossi

Lecturer



Knowledge Group: Leadership, Human Resources and Digital Technologies

Research Domains: Digital Transformation

Teaching Domains: High Impact Technologies, Digital Innovation, Artificial Intelligence, Business Model Transformation, Blockchain & Bitcoin

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Biography

Leonardo De Rossi is a Lecturer in the Leadership, Organization and Digital Technologies Knowledge Area at SDA Bocconi School of Management. At Università Bocconi, he is responsible for the master course “Blockchain and cryptoassets”, offered in collaboration with Politecnico di Milano, and “Bitcoin and Blockchain Fundamentals”.

At SDA Bocconi, he coordinates the blockchain research stream at the Digital Enterprise Value and Organization (DEVO) Lab, and serves as a professor of Bitcoin and Blockchain in several master's courses as well as various custom programs for international clients from different sectors, with a particular focus on financial services. He is the operating director of the “Fintech for Executive” course and the director of the “Blockchain for Business Programme” course. He possesses extensive research experience in blockchain, having coordinated multiple research projects for both international and national clients on the subject. Since 2020, he has been a part of the core research team at the LIFT – Life Science and Biotech Lab, where he analyzes the impact of emerging digital technologies on Human Health. Since 2024, Leonardo has also been a member of the CERGAS Digital Transformation Hub.

He is the author of numerous books and articles on Bitcoin, Blockchain, and Digital Transformation. His works have been published in international academic journals, national newspapers, and specialized magazines. Among his publications are books such as “AI Management: strategie e approcci in azienda”, “The Blockchain Journey, a Guide to Practical Business Applications” and “Open Banking: La Prospettiva dei Clienti”. In 2018, he co-authored a paper that won an award at the HICSS conference in the 'Move the Field Forward' category for his work on the applications of Blockchain technology in the corporate world. In 2019, he received the Teaching Award for the course “The Blockchain Journey”.

Leonardo holds a Ph.D. from Copenhagen Business School (CBS) with a research thesis on Bitcoin. He graduated with honors in Economics and Management of Innovation and Technology from Università Bocconi and holds an undergraduate degree in Economics and Management from Università Ca' Foscari in Venice. He has also earned an Executive Certificate in “Blockchain Strategy” from the Saïd Business School.

at the University of Oxford and an Executive Certificate in “Artificial Intelligence: Implications for Business Strategy” from the MIT Sloan School of Management.

Other

Esplorare il mercato e comprendere gli utilizzi dell'AI

DIAFERIA, L., L. DE ROSSI, G. SALVIOTTI, "Esplorare il mercato e comprendere gli utilizzi dell'AI", Economia & Management Plus, 14 January 2025

AI in azienda: come identificare aree di intervento e iniziative

DIAFERIA, L., L. DE ROSSI, G. SALVIOTTI, "AI in azienda: come identificare aree di intervento e iniziative", Economia & Management Plus, 24 April 2025

AI in azienda: valutare e prioritizzare le aree di intervento

DIAFERIA, L., L. DE ROSSI, G. SALVIOTTI, "AI in azienda: valutare e prioritizzare le aree di intervento", Economia & Management Plus, 14 July 2025

For a digital euro that citizens will embrace - Per un euro digitale che piaccia ai cittadini

CASELLI, S., G. GABBI, L. DE ROSSI, N. ABBATEMARCO, M. RUSSO, S. MORETTI, "For a digital euro that citizens will embrace - Per un euro digitale che piaccia ai cittadini", SDA Bocconi Insight, 1 October 2025

Four ways to introduce AI in companies - Quattro strade per introdurre l'AI in azienda

MEREGALLI, S., L. DE ROSSI, L. DIAFERIA, "Four ways to introduce AI in companies - Quattro strade per introdurre l'AI in azienda", SDA Bocconi Insight, 7 October 2025

Il Bitcoin e l'attesa per il prossimo halving: è inizio di un nuovo ciclo?

DE ROSSI, L., "Il Bitcoin e l'attesa per il prossimo halving: è inizio di un nuovo ciclo?", Forbes.it, 8 April 2024

Democratico o repubblicano: da che parte sta il Bitcoin nelle elezioni americane

DE ROSSI, L., "Democratico o repubblicano: da che parte sta il Bitcoin nelle elezioni americane", Forbes.it, 23 September 2024

Portare l'AI in azienda: una roadmap in cinque fasi

DIAFERIA, L., L. DE ROSSI, G. SALVIOTTI, "Portare l'AI in azienda: una roadmap in cinque fasi", Economia & Management Plus, 29 October 2024

AI in azienda: guida a un cambiamento graduale e sostenibile

DE ROSSI, L., L. DIAFERIA, G. SALVIOTTI, "AI in azienda: guida a un cambiamento graduale e sostenibile", Agenda Digitale, 7 October 2024

Proceedings/Presentations

The Good, the Bad, and the Ugly: Analyzing the Impact of Blockchain Technology on Traceability for SMEs

DE ROSSI, L., N. ABBATEMARCO, "The Good, the Bad, and the Ugly: Analyzing the Impact of Blockchain Technology on Traceability for SMEs" in The 58th Hawaii International Conference on System Sciences (HICSS) - January 6-12, 2025, Waikoloa Village, Hawaii, United States of America

A Metaverse Typology: Exploring the Role of Immersivity and Centralization in Driving Value Creation

SALVIOTTI, G., L. DE ROSSI, N. ABBATEMARCO, L. DIAFERIA, "A Metaverse Typology: Exploring the Role of Immersivity and Centralization in Driving Value Creation" in Proceedings of the 57th Annual Hawaii International Conference on System Sciences, January 3-6, 2024, Honolulu, Hawaii, United States of America

Understanding Leadership Competencies in Cyber Crisis Management: Insights from the Maersk Global Supply Chain Meltdown

ABBATEMARCO, N., G. SALVIOTTI, C. D'IGNAZIO, L. DE ROSSI, "Understanding Leadership Competencies in Cyber Crisis Management: Insights from the Maersk Global Supply Chain Meltdown" in Proceedings of the 57th Annual Hawaii International Conference on System Sciences, January 3-6, 2024, Honolulu, Hawaii, United States of America

The impact of network expansion, developer's activity and seasonality on the adoption of cryptocurrencies

DE ROSSI, L., N. ABBATEMARCO, "The impact of network expansion, developer's activity and seasonality on the adoption of cryptocurrencies" in ITAIS2024: XXI Conference of the Italian Chapter of AIS - Growing in a Digital and Sustainable Society – October 10-12, 2024, Piacenza, Italy

Will Lightning Network Solve Bitcoin's Issues? Preliminary Evidence on the Impact of Layer2 Solutions on Cryptocurrencies' Adoption in Micro Enterprises

ABBATEMARCO, N., L. DE ROSSI, "Will Lightning Network Solve Bitcoin's Issues? Preliminary Evidence on the Impact of Layer2 Solutions on Cryptocurrencies' Adoption in Micro Enterprises" in ITAIS2024: XXI Conference of the Italian Chapter of AIS - Growing in a Digital and Sustainable Society – October 10-12, 2024, Piacenza, Italy

Understanding the Role of Leadership Competencies in Cyber Crisis Management: A Case Study

SALVIOTTI, G., N. ABBATEMARCO, L. DE ROSSI, K. BJØRNLAND, "Understanding the Role of Leadership Competencies in Cyber Crisis Management: A Case Study" in Proceedings of the 56th Annual Hawaii International Conference on System Sciences, January 3-6, 2023, Maui, Hawaii, United States of America

The Proliferation of End Users as a Success Metric for Cryptocurrencies

DE ROSSI, L., M. AVITAL, R. GLEASURE, "The Proliferation of End Users as a Success Metric for Cryptocurrencies" in Proceedings of the 55th Hawaii International Conference on System Sciences, HICSS 2022, January 4-7, 2022, Virtual Event / Maui, Hawaii, United States of America

The Impact of Layer 2 Technologies on the Adoption and Security of Blockchain

DE ROSSI, L., M. AVITAL, R. GLEASURE, R. SOLCIA, "The Impact of Layer 2 Technologies on the Adoption and Security of Blockchain" in Proceedings of the International Conference on Information Systems, December 11-14, 2022, Copenhagen, Denmark

When Standard Is Not Enough: a Conceptualization of AI Systems' Customization and its Antecedents

DIAFERIA, L., I. BLOHM, L. DE ROSSI, G. SALVIOTTI, "When Standard Is Not Enough: a Conceptualization of AI Systems' Customization and its Antecedents" in Proceedings of the International Conference on Information Systems, December 11-14, 2022, Copenhagen, Denmark

Beyond a Blockchain Paradox: How Intermediaries Can Leverage a Disintermediation Technology

ABBATEMARCO, N., L. DE ROSSI, A. GAUR, G. SALVIOTTI, "Beyond a Blockchain Paradox: How Intermediaries Can Leverage a Disintermediation Technology" in Proceedings of the 53rd Hawaii International Conference on System Sciences, January 7-10, 2020, Maui, Hawaii, United States of America

Towards a Comprehensive Blockchain Architecture Continuum.

SALVIOTTI, G., N. ABBATEMARCO, L. DE ROSSI, "Towards a Comprehensive Blockchain Architecture Continuum." in Proceedings of the 52nd Hawaii International Conference on System Sciences, 2019, Grand Wailea, Maui, United States of America

A Structured Framework to Assess the Business Application Landscape of Blockchain Technologies

SALVIOTTI, G., L. DE ROSSI, N. ABBATEMARCO, "A Structured Framework to Assess the Business Application Landscape of Blockchain Technologies" in The 51st Hawaii International Conference on System Sciences - January 2-6, 2018, Waikoloa Village, Hawaii, United States of America

An econometric model to estimate the value of a cryptocurrency network: the Bitcoin case.

SALVIOTTI, G., L. DE ROSSI, N. ABBATEMARCO, "An econometric model to estimate the value of a cryptocurrency network: the Bitcoin case." in Proceedings of 26th European Conference on Information Systems, 2018, Portsmouth, Great Britain

Contribution to Chapters, Books or Research Monographs

The Impact of Network Expansion, Developer's Activity and Seasonality on the Adoption of Cryptocurrencies

DE ROSSI, L., N. ABBATEMARCO, "The Impact of Network Expansion, Developer's Activity and Seasonality on the Adoption of Cryptocurrencies" in Technologies for Organizations and Society., Michele Cipriano, Alessandra Lazazzara, Leonardo Caporarello (Eds.), Springer Cham, pp. 329-345, 2025

The Hit Radar in Action

DE ROSSI, L., "The Hit Radar in Action" in The Post-Digital Enterprise., Gianluigi Castelli, Severino Meregalli, Ferdinando Pennarola (Eds.), Springer International Publishing, chap. 7, pp. 113-131, 2022

Come i consumatori comprano, pagano, usano e vedono la banca

SCIMONE, X., L. DIAFERIA, L. DE ROSSI, "Come i consumatori comprano, pagano, usano e vedono la banca" in Open Banking: la prospettiva dei clienti., U. Filotto (Ed.), Bancaria Editrice, chap. 3, pp. 25-71, 2020

La condivisione delle informazioni personali e le prospettive dell'Open Banking: analisi descrittiva e risultati della clusterizzazione

DE ROSSI, L., L. DIAFERIA, X. SCIMONE, "La condivisione delle informazioni personali e le prospettive dell'Open Banking: analisi descrittiva e risultati della clusterizzazione" in Open Banking: la prospettiva dei clienti., U. Filotto (Ed.), Bancaria Editrice, chap. 4, 2020

Enterprise 3D Printing

DE ROSSI, L., S. MEREGALLI, "Enterprise 3D Printing" in High Impact Technologies Radar, General Report, 3rd Edition., Salviotti, G., Meregalli, S. (Eds.), Egea, chap. 6, pp. 80-85, 2019

Internet of Things

DE ROSSI, L., "Internet of Things" in HIT Radar - General Report - First Edition., G.Salviotti, S.Meregalli (Eds.), Egea, pp. 65-77, 2017

Practice-Oriented Books

AI Management. Strategie e Approcci in Azienda

DIAFERIA, L., L. DE ROSSI, G. SALVIOTTI - "AI Management. Strategie e Approcci in Azienda" - 2024, Egea, Milano, Italy

The Blockchain Journey. A guide to practical business applications.

SALVIOTTI, G., L. DE ROSSI, N. ABBATEMARCO - "The Blockchain Journey. A guide to practical business applications." - 2018, Bocconi University Press - BUP, Milano, Italy

Articles in Scholarly Journals

Exploring the potential of digital therapeutics: An assessment of progress and promise

ARMENI, P., I. POLAT, L. DE ROSSI, L. DIAFERIA, S. MEREGALLI, A. GATTI, "Exploring the potential of digital therapeutics: An assessment of progress and promise", Digital Health, 2024, vol. 10

Dall'hype tecnologico alla realtà: l'applicabilità a tre dimensioni

DE ROSSI, L., L. DIAFERIA, "Dall'hype tecnologico alla realtà: l'applicabilità a tre dimensioni", Economia & Management, 2024, no. 4, pp. 19-26

Blockchain technology in healthcare: Do we really need it?

BISSACCO, D., F. M. CARRANO, L. DE ROSSI, N. ABBATEMARCO, N. DI LORENZO, R. CASANA, P. SILERI, "Blockchain technology in healthcare: Do we really need it?", Health Policy and Technology, 2023, vol. 12, no. 1, pp. 100716

Metaversi possibili. Archetipi e casi d'uso per andare oltre la bolla

DE ROSSI, L., G. SALVIOTTI, "Metaversi possibili. Archetipi e casi d'uso per andare oltre la bolla", *Economia & Management*, 2023, no. 3, pp. 67-71

Digital Twins in Healthcare: Is It the Beginning of a New Era of Evidence-Based Medicine? A Critical Review

ARMENI, P., I. POLAT, L. DE ROSSI, L. DIAFERIA, S. MEREGALLI, A. GATTI, "Digital Twins in Healthcare: Is It the Beginning of a New Era of Evidence-Based Medicine? A Critical Review", *Journal of Personalized Medicine*, 2022, vol. 12, no. 8, pp. 1255

Open banking: la direttiva c'è i consumatori forse sì

FILOTTO, U., L. DE ROSSI, L. DIAFERIA, X. SCIMONE, "Open banking: la direttiva c'è i consumatori forse sì", *Economia & Management*, 2021, no. 3, pp. 70-75

Come valorizzare i dati nell'era post-digital - How to Draw Value from Data in the Post-Digital Era

MEREGALLI, S., L. DIAFERIA, L. DE ROSSI, "Come valorizzare i dati nell'era post-digital - How to Draw Value from Data in the Post-Digital Era", *Economia & Management*, 2020, no. 2, pp. 60-65

Research Reports

Hyper Performing Computing

DE ROSSI, L., N. ABBATEMARCO, S. MEREGALLI, G. V. CASTELLI - "Hyper Performing Computing" - 2020, DEVO Lab - SDA Bocconi School of Management, Milan, Italy

The Edge Organization

DE ROSSI, L., A. GAUR, S. MEREGALLI, G. V. CASTELLI - "The Edge Organization" - 2020, DEVO Lab - SDA Bocconi School of Management, Milan, Italy

HIT Radar Application Focus: Industrial Operations

SALVIOTTI, G., L. DE ROSSI, N. ABBATEMARCO - "HIT Radar Application Focus: Industrial Operations" - 2019, *Economia & Management Plus*, Milano, Italy

HIT Radar Application Focus: Finance

SALVIOTTI, G., L. DE ROSSI - "HIT Radar Application Focus: Finance" - 2019, *Economia & Management Plus*, Milano, Italy

HIT Radar Application Focus: Information Technology

SALVIOTTI, G., L. DE ROSSI - "HIT Radar Application Focus: Information Technology" - 2019, *Economia & Management Plus*, Milano, Italy

HIT Radar Sector Focus: Manufacturing

SALVIOTTI, G., L. DE ROSSI, V. MARINO - "HIT Radar Sector Focus: Manufacturing" - 2018, *Economia & Management Plus*, Milano, Italy

Exploiting Blockchain

ABBATEMARCO, N., L. DE ROSSI, G. SALVIOTTI - "Exploiting Blockchain" - 2017, DEVO Lab - SDA Bocconi School of Management, Milan, Italy