

Aakanksha Gaur

Fellow



Knowledge Group: Leadership, Human Resources and Digital Technologies

Research Domains: IT Management

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

aasha.gaur@sdabocconi.it

Biography

Aakanksha is a Fellow of IT Management at SDA Bocconi School of Management.

She is a researcher at the DEVO (Digital Enterprise Value and Organization) Lab. She was also part of the core faculty for the Masters in food and beverage program and was also involved in the MFB program as a teaching assistant.

Her research areas include access and use of Information and Communication Technologies (ICTs) in the context of emerging economies, digital transformation and impact, and the use of digital technologies such as artificial intelligence. She is the author of several articles on the subject which have been published in leading journals and conference proceedings.

Before joining SDA Bocconi, she worked as a researcher for the H2020 projects sponsored by the European Union in the domain of digital business models and public sector innovation.

She holds a PhD in Business Administration from the ESSEC Business School, France. She was a visiting research scholar at the Judge Business School, Cambridge.

Articles in Scholarly Journals

La mobilità urbana nella prospettiva della Generazione Z

BORGHINI, S., A. CIRRINCIONE, L., I. M. COLM, A. GAUR, B. MEDICI, F. SORBINO, "La mobilità urbana nella prospettiva della Generazione Z", *Economia & Management*, 2024, no. 2, pp. 87-96

Crafting user experiences in the metaverse: A design science study

GANDHI, M., A. GAUR, A. K. KAR, Y. K. DWIVEDI, "Crafting user experiences in the metaverse: A design science study", *Technological Forecasting and Social Change*, 2024, vol. 209, pp. 123759

Service innovations in mobile banking for creating value for the poor in developing countries

GAUR, A., D. D. POTNIS, "Service innovations in mobile banking for creating value for the poor in developing countries", The Electronic Journal of Information Systems in Developing Countries, 2022, vol. 88, no. 4, pp. e12209

Assessing Incumbents' Risk of Digital Platform Disruption

CENNAMO, C., L. DIAFERIA, A. GAUR, G. SALVIOTTI, "Assessing Incumbents' Risk of Digital Platform Disruption", MIS Quarterly Executive, 2022, vol. 21, no. 1, pp. 55-74

Analysing slow growth of mobile money market in India using a market separation perspective

POTNIS, D. D., A. GAUR, J. B. SINGH, "Analysing slow growth of mobile money market in India using a market separation perspective", Information Technology for Development, 2020, vol. 26, no. 2, pp. 369-393

Contribution to Chapters, Books or Research Monographs

What Is the Metaverse for?

GAUR, A., L. I. M. COLM, "What Is the Metaverse for?" in Blockchain, Metaverse, and Digital Payments., Aijaz A. Shaikh, Galimkair Mutanov, Heikki Karjaluo (Eds.), Routledge, chap. 12, pp. 182-199, 2024

Companies and Digital Transformation

GAUR, A., "Companies and Digital Transformation" in The Post-Digital Enterprise., Gianluigi Castelli, Severino Meregalli, Ferdinando Pennarola (Eds.), Springer International Publishing, chap. 1, pp. 1-15, 2022

Proceedings/Presentations

The New Age Cyborgs: Mitigating Socio-Technical Biases in Generative AI Applications

GAUR, A., N. MALIK, A. K. KAR, P. BIELLI, "The New Age Cyborgs: Mitigating Socio-Technical Biases in Generative AI Applications" in ITAIS2024: XXI Conference of the Italian Chapter of AIS - Growing in a Digital and Sustainable Society – October 10-12, 2024, Piacenza, Italy

Stuck in Pilot Purgatory: Understanding and Addressing the Current Challenges of Industrial IoT in Manufacturing

ABBATEMARCO, N., A. GAUR, S. MEREGALLI, "Stuck in Pilot Purgatory: Understanding and Addressing the Current Challenges of Industrial IoT in Manufacturing" in Proceedings of the 55th Annual Hawaii International Conference on System Sciences, January 3-7, 2022, (online)

Digital Transformation and Incumbent Businesses: How to Understand and Assess Platform Disruption

CENNAMO, C., L. DIAFERIA, A. GAUR, G. SALVIOTTI, "Digital Transformation and Incumbent Businesses: How to Understand and Assess Platform Disruption" in 3rd Competitive Renaissance Through Digital Transformation Conference, February 18-19, 2021, Pavia, Italy

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

Strategic factors enabling digital maturity: an extended survey

SALVIOTTI, G., A. GAUR, F. PENNAROLA, "Strategic factors enabling digital maturity: an extended survey" in Mediterranean Conference on Information Systems (MCIS), 21-23 September, 2019, Naples, Italy

Open innovation as a business model game changer in the public sector.

GAUR, A., M. OSELLA, E. FERRO, J. HEDMAN, "Open innovation as a business model game changer in the public sector." in 25th European Conference on Information Systems (ECIS), 5-10 June, 2017, Guimarães, Portugal

Women and ICT enabled well-being: Inclusive Innovation by micro-financial institutions in India.

GAUR, A., D. AVISON, "Women and ICT enabled well-being: Inclusive Innovation by micro-financial institutions in India." in 13th International Conference on Social Implications of Computers in Developing Countries, 20-22 May, 2015, Negombo, Sri Lanka

Together we will find a 'Jugaad': Resource bricolage in the Indian mobile payments sector

GAUR, A., D. AVISON, J. MALAURENT, "Together we will find a 'Jugaad': Resource bricolage in the Indian mobile payments sector" in 20th Americas Conference on Information Systems, 7-9 August, 2014, Savannah, Georgia, United States of America

Creating a network of human automated teller machines (ATMs): The Business Correspondent model for Mobile Payments

GAUR, A., J. MALAURENT, F. CARTON, "Creating a network of human automated teller machines (ATMs): The Business Correspondent model for Mobile Payments" in 3rd International Cashless Society Roundtable, 13-14 May, 2014, Stockholm, Sweden

Reflections on writing with others: The use of metaphors to describe and develop writing relationships

GAUR, A., D. AVISON, J. MALAURENT, R. MOUSAVI, Z. SHAIK, "Reflections on writing with others: The use of metaphors to describe and develop writing relationships" in Conf-IRM 2014 International Conference on Information Resources Management, 21-23 May, 2014, Ho Chi Minh City, Vietnam

Mobile Merchandising Exploring new business practices in the mobile payment ecosystem

GAUR, A., D. AVISON, J. ONDRUS, "Mobile Merchandising Exploring new business practices in the mobile payment ecosystem" in 3rd Indian Academy of Management, 12-14 December, 2013, IIM Ahmedabad, India

The Role of Banks in the Mobile Payment Ecosystem: A Strategic Asset Perspective

GAUR, A., J. ONDRUS, "The Role of Banks in the Mobile Payment Ecosystem: A Strategic Asset Perspective" in 14th International Conference on Electronic Commerce, 7-8 August, 2012, Singapore

Research Reports

A guide to Platform Economy for Incumbents

SALVIOTTI, G., A. GAUR, C. CENNAMO, L. DIAFERIA - "A guide to Platform Economy for Incumbents" - 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