

Carmelo Cennamo

Affiliate Professor



Knowledge Group: Strategy and Operations

Research Domains: Digital Transformation

Teaching Domains: Digital Innovation, Competitive Advantage, New Business Models, Technology Management, Competitive Positioning

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Biography

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 esparto "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.

Articles in Scholarly Journals

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

JACOBIDES, M. G., C. CENNAMO, A. GAWER, "Externalities and complementarities in platforms and ecosystems: From structural solutions to endogenous failures", Research Policy, 2024, vol. 53, no. 1, pp. 104906

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

MEYER, T., A. KERKHOF, C. CENNAMO, T. KRETSCHMER, "Competing for attention on digital platforms: The case of news outlets", Strategic Management Journal, 2024, vol. 45, no. 9, pp. 1731-1790

Digital Platforms Regulation: An Innovation-Centric View of the EU's Digital Markets Act

CENNAMO, C., T. KRETSCHMER, P. CONSTANTINIDES, C. ALAIMO, J. SANTALÓ, "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

Gig, el poder de fijar el precio en una plataforma de servicios - Who Should Price a Gig?

KARANOVIC, J., E. J. ALTMAN, C. CENNAMO, "Gig, el poder de fijar el precio en una plataforma de servicios - Who Should Price a Gig?", Mit Sloan Management Review, 2023, vol. 65, no. 1, pp. 62-67

User preferences and strategic interactions in platform ecosystems

PANICO, C., C. CENNAMO, "User preferences and strategic interactions in platform ecosystems", Strategic Management Journal, 2022, vol. 43, no. 3, pp. 507-529

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

Unlocking Innovation in Healthcare: The Case of the Patient Innovation Platform

CENNAMO, C., P. OLIVEIRA, L. ZEJNIOVIC, "Unlocking Innovation in Healthcare: The Case of the Patient Innovation Platform", California Management Review, 2022, vol. 64, no. 4, pp. 47-77

Competing In Digital Markets: A Platform-Based Perspective

CENNAMO, C., "Competing In Digital Markets: A Platform-Based Perspective", Academy of Management Perspectives, 2021, vol. 35, no. 2, pp. 265-291

In search of complementarities within and across platform ecosystems: Complementors' relative standing and performance in mobile apps ecosystems

TAVALAEI, M. M., C. CENNAMO, "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

Two sides of the same coin? Decentralized versus proprietary blockchains and the performance of digital currencies.

CENNAMO, C., C. MARCHESI, T. MEYER, "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

Removing bottlenecks in business ecosystems: The strategic role of outbound open innovation

MASUCCI, M., S. BRUSONI, C. CENNAMO, "Removing bottlenecks in business ecosystems: The strategic role of outbound open innovation", Research Policy, 2020, vol. 49, no. 1, pp. 103823

Managing Digital Transformation: Scope of Transformation and Modalities of Value Co-Generation and Delivery

CENNAMO, C., G. B. DAGNINO, A. DI MININ, G. LANZOLLA, "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

Generativity Tension and Value Creation in Platform Ecosystems

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

Towards a theory of ecosystems

JACOBIDES, M. G., C. CENNAMO, A. GAWER, "Towards a theory of ecosystems", Strategic Management Journal, 2018, vol. 39, no. 8, pp. 2255-2276

Platform Architecture and Quality Trade-offs of Multihoming Complements

CENNAMO, C., H. OZALP, T. KRETSCHMER, "Platform Architecture and Quality Trade-offs of Multihoming Complements", Information Systems Research, 2018, vol. 29, no. 2, pp. 461-478

Building the Value of Next-Generation Platforms: The Paradox of Diminishing Returns

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

Governing the City: Unleashing Value from the Business Ecosystem

VISNJIC, I., A. NEELY, C. CENNAMO, N. VISNJIC, "Governing the City: Unleashing Value from the Business Ecosystem", California Management Review, 2016, vol. 59, no. 1, pp. 109-140

How to Avoid Platform Traps

CENNAMO, C., J. SANTALÓ, "How to Avoid Platform Traps", Mit Sloan Management Review, 2015, vol. 57, pp. 12-15

Platform Competition: Strategic Tradeoffs in Platform Markets

CENNAMO, C., J. SANTALÒ, "Platform Competition: Strategic Tradeoffs in Platform Markets", Strategic Management Journal, 2013, vol. 34, pp. 1331-1350

Does Stakeholder Management have a Dark Side?

CENNAMO, C., P. BERRONE, L. R. GOMEZ-MEJIA, "Does Stakeholder Management have a Dark Side?", Journal of Business Ethics, 2009, vol. 89, no. 4, pp. 491-507

Other

Not just a game, but a game changer

CENNAMO, C., "Not just a game, but a game changer", Via Sarfatti 25, 2024, no. 3, pp. 52-54

Startup, ecco il principale problema che frena quelle italiane

CENNAMO, C., "Startup, ecco il principale problema che frena quelle italiane", Agenda Digitale, 21 February 2018

Startup, la mappa che spiega il primato di Milano

CENNAMO, C., A. J. BREGU, "Startup, la mappa che spiega il primato di Milano", Agenda Digitale, 4 July 2017

Startup in rosso, ma il capitale umano è il vero problema

CENNAMO, C., "Startup in rosso, ma il capitale umano è il vero problema", Agenda Digitale, 3 February 2017

Startup e Pmi innovative, s'è persa la bussola politica: quali speranze nel 2017

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Startup, a chi vanno i soldi? Ecco lo studio che rivela lo stato dell'arte in Italia

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"Pmi innovative"? Ecco perché la visione del Governo ha il fiato corto

CENNAMO, C., "'Pmi innovative'? Ecco perché la visione del Governo ha il fiato corto", Agenda Digitale, 5 April 2016

La Strategia Paese ha dimenticato le piattaforme digitali

CENNAMO, C., "La Strategia Paese ha dimenticato le piattaforme digitali", Agenda Digitale, 29 December 2015

Format di open innovation al debutto in Italia: un esempio

CENNAMO, C., "Format di open innovation al debutto in Italia: un esempio", Agenda Digitale, 10 December 2015

Le startup italiane dimenticano il territorio. E fanno molto male

CENNAMO, C., "Le startup italiane dimenticano il territorio. E fanno molto male", Agenda Digitale, 29 October 2015

I due diversi modelli di smart city: uno studio analizza Vienna, Chicago, Londra

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Ecco come rendere la PA un motore di startup innovative

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Startup, non bastano gli incentivi: manca una visione Paese

CENNAMO, C., "Startup, non bastano gli incentivi: manca una visione Paese", Agenda Digitale, 9 January 2014

Proceedings/Presentations

Big Tech, Small Tech, and the Dynamics of Technology Life Cycle: The Case of AI's Evolution

CHENG, Y., C. CENNAMO, C. PANICO, "Big Tech, Small Tech, and the Dynamics of Technology Life Cycle: The Case of AI's Evolution" in 84th Annual Meeting of the Academy of Management, August 9-13, 2024, Chicago, IL, United States of America

Name Your Price: Dual Strategic Responses to Platform Design Change

KARANOVIC, J., H. OZALP, C. CENNAMO, M. BOONS, "Name Your Price: Dual Strategic Responses to Platform Design Change" in 84th Annual Meeting of the Academy of Management, August 9-13, 2024, Chicago, IL, United States of America

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

MORINO, P., C. PANICO, C. CENNAMO, "'In Medio Stat Virtus": Targeted Ad in Social Media Platforms with Heterogeneous Participants" in 83rd Annual Meeting of the Academy of Management, 4-8 August, 2023, Boston, United States of America

Big Tech, Small Tech, and the Technology Life Cycle: The Case of Artificial Intelligence's Evolution

CENNAMO, C., Y. CHEN, C. PANICO, "Big Tech, Small Tech, and the Technology Life Cycle: The Case of Artificial Intelligence's Evolution" in SMS 43rd Annual Conference, 30 September-3 October, 2023, Toronto, Canada

Big Tech's Impact on Innovation Trajectories: Dynamic Relation between Corporate Activities and Market Activities

CHEN, Y., C. CENNAMO, C. PANICO, "Big Tech's Impact on Innovation Trajectories: Dynamic Relation between Corporate Activities and Market Activities" in DRUID 2023 Conference, June 10-12, 2023, Lisbon, Portugal

How do Humans and Algorithms Interact? Augmentation, Automation, and Co-specialization for Greater Precision in Decision-Making

PANICO, C., S. MURTINU, C. CENNAMO, "How do Humans and Algorithms Interact? Augmentation, Automation, and Co-specialization for Greater Precision in Decision-Making" in DRUID 2023 Conference, June 10-12, 2023, Lisbon, Portugal

How Platforms Governance Affects Entrepreneurs' Capacity to Attract Funding

TOROI, J., C. CENNAMO, A. MOHAMMADI, "How Platforms Governance Affects Entrepreneurs' Capacity to Attract Funding" in DRUID 2023 Conference, June 10-12, 2023, Lisbon, Portugal

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

MORINO, P., C. PANICO, C. CENNAMO, "'In Medio Stat Virtus': Targeted Advertising in Social Media Platforms with Heterogeneous Participants" in DRUID 2023 Conference, June 10-12, 2023, Lisbon, Portugal

Competing for Attention on Information Platforms: The Case of Local News Outlets

MEYER, T., A. KERKHOF, C. CENNAMO, T. KRETSCHMER, "Competing for Attention on Information Platforms: The Case of Local News Outlets" in DRUID 2022 Conference, June 13-15, 2022, Copenhagen, Denmark

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

The "love effect" in crowdfunding markets: How platform selective promotion of projects affects value creation

CENNAMO, C., I. CONSTANTIOU, M. WESSEL, "The "love effect" in crowdfunding markets: How platform selective promotion of projects affects value creation" in DRUID21 Conference, October 18-20, 2021, Copenhagen, Denmark

Platform-based Disruption: The Dual Effect of Digital Platforms on Incumbent Firms

MEYER, T., C. CENNAMO, E. D. YILMAZ, "Platform-based Disruption: The Dual Effect of Digital Platforms on Incumbent Firms" in DRUID21 Conference, October 18-20, 2021, Copenhagen, Denmark

Digital Transformation in Manufacturing Ecosystems: A Case of Integration Decoupling

AVERSA, P., C. CENNAMO, G. G. LORENZONI, "Digital Transformation in Manufacturing Ecosystems: A Case of Integration Decoupling" in The Academy of Management Annual Meeting 2020: Broadening Our Sight - 7 -11 August, 2020, (Online Event)

For Which Incumbents Are Digital Platforms Really a Threat? - The Role of Asset Ownership

MEYER, T., C. CENNAMO, "For Which Incumbents Are Digital Platforms Really a Threat? - The Role of Asset Ownership" in The Academy of Management Annual Meeting 2019: Understanding the Inclusive Organization - 9 -13 August, 2019, Boston, United States of America

Stock versus Novelty: Technology Adoption Momentum Revisited

CENNAMO, C., M. M. TAVALAELI, "Stock versus Novelty: Technology Adoption Momentum Revisited" in EURAM '18, June 19-22, 2018, Reykjavík, Iceland

What drives a platform's strategy? Usage, membership and competition effects

CENNAMO, C., C. PANICO, "What drives a platform's strategy? Usage, membership and competition effects" in Academy of Management Annual Conference - 7-11 August, 2015, Vancouver, Canada

Beyond what and why: understanding organizational evolution towards sustainable enterprise models

ZOLLO, M., C. CENNAMO, K. NEUMANN, "Beyond what and why: understanding organizational evolution towards sustainable enterprise models" in 13th EURAM Conference, 26-29 June, 2013, Istanbul, Turkey

Family versus non-family CEO and firm performance: Moderating effects of firm size, stock exchange affiliation and location

CORBETTA, G., C. CENNAMO, L. NALDI, "Family versus non-family CEO and firm performance: Moderating effects of firm size, stock exchange affiliation and location" in 11th Annual IFERA (International Family Enterprise Research Academy) Conference - June 28-July 1, 2011, Palermo, Italy

Research Notes or short Articles in Journals

Should Your Company Build an Open or Closed Ecosystem?

CENNAMO, C., F. ZHU, "Should Your Company Build an Open or Closed Ecosystem?", Harvard Business Review, 23 July 2024

Can the EU Regulate Platforms Without Stifling Innovation?

CENNAMO, C., D. D. SOKOL, "Can the EU Regulate Platforms Without Stifling Innovation?", Harvard Business Review, 1 March 2021

Edited Books

Research Handbook on Digital Strategy

CENNAMO, C., G. DAGNINO, F. ZHU (Eds.), "Research Handbook on Digital Strategy" - 2023, Edward Elgar Publishing, Cheltenham

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