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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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Articles in Scholarly Journals

Are Social Media Platforms a Threat to Democracy? An Ecosystem Governance Perspective

CENNAMO, C., J. KARANOVIC, "Are Social Media Platforms a Threat to Democracy? An Ecosystem Governance Perspective", Journal of Management Studies, 2026

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

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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

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

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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

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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

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Platform Architecture and Quality Trade-offs of Multihoming Complements

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How to Avoid Platform Traps

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Platform Competition: Strategic Tradeoffs in Platform Markets

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Does Stakeholder Management have a Dark Side?

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Other

Not just a game, but a game changer

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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

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La Strategia Paese ha dimenticato le piattaforme digitali

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Le startup italiane dimenticano il territorio. E fanno molto male

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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

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Proceedings/Presentations

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

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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

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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

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

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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

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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

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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