

Lorenzo Diaferia

Lecturer



Knowledge Group: Leadership, Human Resources and Digital Technologies

Research Domains: Digital Transformation

Teaching Domains: Digital Innovation, High Impact Technologies, Artificial Intelligence

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Biography

Lorenzo Diaferia is a Lecturer of Digital Transformation at SDA Bocconi School of Management, where he is also researcher at the Digital Enterprise Value and Organization (DEVO) Lab.

Lorenzo is director of the online course “Artificial Intelligence in action” at SDA Bocconi and he took part in MISA, EMBA, MDE and custom programs as instructor on the business implications of Artificial Intelligence (AI).

His research activities focus on digital transformation, its enabling technologies, data exploitation, and the business implications of AI. Lorenzo coordinates the DEVO Lab research stream on enterprise AI adoption. He is working with the Massachusetts Institute of Technology (MIT) on a periodic research initiative to identify and assess high impact digital technologies. At SDA Bocconi, he also collaborates with the LIFT Lab, a laboratory that operates at the convergence between digital and life science topics. Lorenzo worked at several custom research projects for companies and institutions. Among these, Accenture, CRIF, Edenred, Google Italy, NTT DATA, Teradata.

He is author and coauthor of articles and books on digital transformation, AI, and platform economy. Among others, his contributions have been published in Springer International Publishing, Economia & Management and Bancaria Editrice. He is also coauthor of several reports for companies and institutions.

Lorenzo holds a Master of Science degree cum laude in Management and a Bachelor’s degree in Economics both from Bocconi University. He was also an exchange student at Dartmouth College (US).

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

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

A lot of hype but also a lot of doubts

DIAFERIA, L., "A lot of hype but also a lot of doubts", Via Sarfatti 25, 2024, no. 2, pp. 82-83

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

La spinta agile al cambiamento per puntare al mercato

DIAFERIA, L., M. SAMPIETRO, "La spinta agile al cambiamento per puntare al mercato", Via Sarfatti 25, 2019, no. 5, pp. 34-35

Proceedings/Presentations

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

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

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

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

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

Qui la penna, ChatGPT! L'AI generativa alla prova del testo

DIAFERIA, L., "Qui la penna, ChatGPT! L'AI generativa alla prova del testo", Economia & Management, 2023, no. 3, pp. 72-77

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

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

Intelligenza artificiale cosa c'è dietro

DIAFERIA, L., G. SALVIOTTI, "Intelligenza artificiale cosa c'è dietro", Economia & Management, 2021, no. 2, pp. 8-12

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

Contribution to Chapters, Books or Research Monographs

Competences and capabilities for digital value creation

DIAFERIA, L., "Competences and capabilities for digital value creation" in The Post-Digital Enterprise: Going Beyond the Hype., G. Castelli, S. Meregalli, F. Pennarola (Eds.), Springer International Publishing, chap. 4, pp. 55-70, 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

Research Reports

High Impact Technologies, 7th General Report

SALVIOTTI, G., L. DIAFERIA - "High Impact Technologies, 7th General Report" - 2020, DEVO Lab - SDA Bocconi School of Management, Milan, Italy

Digital Enabled Finance Evolution. La prospettiva dei CFO

DOSSI, A., G. SALVIOTTI, L. DIAFERIA - "Digital Enabled Finance Evolution. La prospettiva dei CFO" - 2020, NTT DATA - SDA Bocconi DEVO Lab, Milan, Italy

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