

Michele Russo

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Knowledge Group: Economics, Politics and Decision Sciences

Research Domains: Business Data Analytics

Teaching Domains:

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Other

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

Articles in Scholarly Journals

The 3 Types of Customers Who Buy Smart Products—and How to Market to Them

RUSSO, M., S. PRIX, J. GOERGEN, E. DE BELLIS, "The 3 Types of Customers Who Buy Smart Products—and How to Market to Them", Harvard Business Review, 4 November 2025

A Novel Supervised-Unsupervised Approach for Past-Due Prediction

GABBI, G., D. TONINI, M. RUSSO, "A Novel Supervised-Unsupervised Approach for Past-Due Prediction", Risk Management Magazine Aifirm, 2024, vol. 19, no. 2, pp. 4-21

Cases in International Case Collections

IDRO - Negotiation Exercise

TAVA, L. V., M. RUSSO - "IDRO - Negotiation Exercise" - 2023, The Case Centre, Great Britain