



Centro  
di Ricerca e  
Documentazione  
Luigi Einaudi



Dipartimento di  
Economia e Statistica  
Cognetti de Martiis

## "DIGITAL TRANSFORMATION: ANALYSIS OF ECONOMIC IMPACT AND POTENTIAL"



Giorgio Rota Conference 2020  
Monday, 11 May • 2.30-4.30 p.m.

Zoom Webinar

- 2.30 pm **Welcome Federico Revelli**, Head of Dept. Economics and Statistics, "Cognetti de Martiis" University of Turin *and* **Giuseppe Russo**, Director of the Centro Einaudi
- 2.40 pm **Opening Speech Pietro Terna**, University of Turin, Retired Professor
- 3.00 pm **Award Winning Paper Presentation** «Giorgio Rota» Best Paper Award 2020:  
**Leonardo Madio** (University Toulouse 1 Capitole - Toulouse School of Economics) *and* **Martin Quinn** (Católica Lisbon School of Business & Economics): *User-generated Content, Strategic Moderation, and Advertising*  
**Antonio Aloisi** (Assistant Professor of Labour Law at IE Law School - IE): *Hierarchies without firms? Vertical disintegration, personal outsourcing and the nature of the platform*  
**Moreno Frau** (University of Cagliari, Department of Economics and Business): *Digital Transformation behaviors in the agri-food context: an exploratory analysis*
- 4.00 pm **Q&A**
- 4.20 pm **Conclusion and Conference closing Giuseppe Russo** Director of the Centro Einaudi

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