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University of Rome Tor Vergata
Faculty of Economics
Department of Management and Law
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ACADEMIC EMPLOYMENT HISTORY

- Dec. 2019 – present* **Assistant Professor** in Management
Department of Management and Law
Tor Vergata University of Rome (Rome, Italy)
- May, 2015 – Dec., 2019* **Research Fellow** (Post-Doc) in Management
Department of Management and Law
Tor Vergata University of Rome (Rome, Italy)
Project: “Knowledge Management in complex organizations: the evolution of industrial and service companies”
- Oct, 2016 – Dec, 2016* **Visiting Researcher**
MIK - Mondragon Innovation & Knowledge Research Center
Mondragon University (Pais Vasco, Spain)
Project: “Regional Specialization of Knowledge-Intensive Business Service Firms: Evidences from the Basque Autonomous Community”
- 2012 – present* **Program Manager**, Master’s Degree in Economics and Management in Tourist and Cultural Activities
Department of Management and Law
Tor Vergata University of Rome (Rome, Italy)

EDUCATION

- a.y. 2014/15* **Master’s Degree** in Economics and Management of Tourist and Cultural Activities
Tor Vergata University of Rome (Rome, Italy)
Final Evaluation: Magna cum Laude
- a.y. 2013/14* **Ph.D. Fellow** in Management and Organizational Behaviour
Tor Vergata University of Rome (Rome, Italy)
Supervisor: Prof. Paola Paniccia
Final Evaluation: Excellent cum laude
- a.y. 2009/10* **Master’s Degree** in Economics and Management
Tor Vergata University of Rome (Rome, Italy)
Supervisor: Prof. Luca Gnan
Final Evaluation: Magna cum Laude
- a.y. 2007/08* **Bachelor Degree** in European Economy
Tor Vergata University of Rome (Rome, Italy)
Supervisor: Prof. Cosetta Pepe
Final Evaluation: 102/110

MAIN RESEARCH INTERESTS (alphabetic order)

Creativity and Creative firms
Knowledge management
Management of manufacturing and service firms
Servitization and Productization
Tourism

PUBLICATIONS (articles, chapters in edited books, teaching materials, conference presentations, etc.)

1. Cristofaro M., Giardino P.G., **Leoni L.** (in press), Strengths, weaknesses, opportunities, and threats of online teaching during the COVID-19 pandemic: results of a Delphi survey. *International Journal of Information and Operations Management Education*.
2. **Leoni L.**, Chirumalla K. (in press), “Exploring Dynamic Capabilities to Facilitate a Smoother Transition from Servitization to Digital Servitization: A Theoretical Framework”. In *The Palgrave Handbook of Servitization*. Chapter doi: 10.1007/978-3-030-75771-7_11.
3. **Leoni L.**, Cristofaro M. (in press), Technology Adoption in Small Italian Museums: An Empirical Investigation, *IL CAPITALE CULTURALE. Studies on the Value of Cultural Heritage*.
4. **Leoni, L.**, Aria M. (in press), A Thirty-year Bibliometric Analysis on Servitization, *International Journal of Service Science, Management, Engineering, and Technology (IJSSMET)*, Vol. 12, n. 3.
5. Cristofaro, M., **Leoni, L.**, Giardino, P.L. (in press, available online since 2021), Cognitive biases’ influence on employees’ product creativity and product performance: Evidences from Italian manufacturing technology firms, *Journal of Manufacturing Technology Management*, DOI: 10.1108/JMTM-10-2020-0414.
6. **Leoni L.**, Cristofaro M. (in press, available online since 2021), To adopt or not to adopt? A Co-evolutionary Framework and Paradox of Technology Adoption by Small Museums, *Current Issues in Tourism*. Doi: 10.1080/13683500.2020.1870941.
7. Cristofaro, M., Giardino, P.G., **Leoni, L.** (2021), Reflective and intuitive thinking: How do they influence learning and performance in simulation gaming?, *International Journal of Information and Operations Management Education*, Vol. 7, No. 1, pp.45-65.
8. Cristofaro M., Giardino P.G., **Leoni L.** (2021), Back to the Future: A Review and Editorial Agenda of the International Journal of Business Research and Management, *International Journal of Business Research and Management*, vol. 12, n. 1, pp. 16-33.
9. **Leoni L.**, Cristofaro M. (2021), Small museums digitalisation: evidence from Italy, Proceeding of 30th RESER International Congress “Value co-creation and innovation in the new service economy”, University of Alcalá (Spain), 21-22 January 2021. ISBN: 978-84-88754-92-9.
10. **Leoni L.**, Chirumalla K. (2021), Dynamic capabilities and (digital) servitization, Proceeding of 30th RESER International Congress “Value co-creation and innovation in the new service economy”, University of Alcalá (Spain), 21-22 January 2021. ISBN: 978-84-88754-92-9
11. Cristofaro, M., **Leoni, L.** (2020), Organizational Sensemaking: A Systematic Review and a Co-evolutionary Model, EURAM 2020 “The business of now: the future starts here”, Research methods and research practice SIG, Dublino (Irlanda), 4-6 December 2020.
12. Cristofaro, M. e **Leoni, L.** (2020), Core self-evaluations, dual mind processing, and overconfidence: A laboratory experiment, Referred Electronic Conference Proceeding Sinergie - Sima 2020 Conference, 7-8 September 2020, University of Pisa, Sant’Anna School of Advanced Studies (Pisa, Italy). ISBN 97888943937-6-7. Doi: 10.7433/SRECP.EA.2020.01
13. Paniccia P.M.A., Poggesi S., **Leoni L.** (2020, available online since 2019), The virtue of courage: from historical European roots to current management studies, *European Management Journal*, Vol. 38 (4), pp.547-554. Doi: 10.1016/j.emj.2019.08.008.
14. Cristofaro M., Giardino P.L., **Leoni L.** (2020), The Influence of Core Self-Evaluations on Group Decision Making Processes: A Laboratory Experiment, *Administrative Sciences*, Vol. 10, n.2, p.29. <https://doi.org/10.3390/admsci10020029>
15. Mingione M., **Leoni L.** (2020, available online since 2019), Blurring B2C and B2B boundaries: Corporate brand value co-creation in B2B2C markets, *Journal of Marketing Management*, Vol. 36, No. 1-2, pp. 72-99. <https://doi.org/10.1080/0267257X.2019.1694566>
16. **Leoni, L.** (2019), Servitization strategy adoption: evidence from Italian manufacturing firms, *EuroMed Journal of Business*, Vol. 14 No. 2, pp. 123-136. <https://doi.org/10.1108/EMJB-11-2018-0073>.
17. **Leoni, L.** (2019), “Productization as the reverse side of the servitization strategy”, *International Journal of Business Environment*, Vol. 10, No. 3, pp. 247-269. Doi: 10.1504/IJBE.2018.10017982.
18. **Leoni L.**, Baiocco S., Paniccia, P. (2019), Imprese della Moda 4.0 nella città di Roma, Referred Electronic Conference Proceeding Sinergie - Sima 2019 Conference, pp. 9-14. ISBN 97888943937-1-2. Doi: 10.7433/SRECP.EA.2019.02.
19. Paniccia, P. M. A., **Leoni, L.** (2019, available online since 2017). Co-evolution in tourism: The case of Albergo Diffuso. *Current Issues in Tourism*, 22(10), 1216-1243. Doi: 10.1080/13683500.2017.1367763.
20. Cristofaro, M., **Leoni, L.**, Baiocco, S. (2019), Promoting Co-evolutionary Adaptations for Sustainable Tourism: The “Alpine Convention”, *Tourism Planning & Development*. Doi: 10.1080/21568316.2019.1600162.
21. Baiocco S., Paniccia P., Cicerchia A., **Leoni L.** (2019). “Caratteristiche ed evoluzioni del sistema moda di Roma. Analisi e proposte di sviluppo”. Aracne, Roma. ISBN: 978-88-255-2723-0.
22. Chirumalla, K., Emmanuel-Ebikake, O., **Leoni, L.**, Servati, M. (2019), Intra-Firm and Inter-Firm Challenges in Servitization Ecosystem: Experiences from Five Product-Centric Firms in Different Industries’, *Proceedings of the 22nd International Conference on Engineering Design (ICED19)*, Delft, The Netherlands, 5-8 August 2019, pp. 3071-3080. DOI:10.1017/dsi.2019.314.
23. Paniccia, P.M.A., Cristofaro, M, **Leoni, L.**, Baiocco, S. (2019). Istituzioni e competitività delle destinazioni turistiche in una prospettiva co-evolutiva: evidenze dal “Trattato Antartico”. In: (a cura di): Barile, S., Paniccia, P.M.A., *Il fascino della precarietà. Studi sull’evoluzionismo sistemico*. ManOTec, Vol. 8, pp. 93-117, Edizioni Nuova Cultura, ISBN: 9788833652481, ISSN: 2611-3260.
24. **Leoni, L.**, Aria, M. (2018), “Intellectual and Conceptual structures of Servitization: evidence from a bibliometric analysis”, *Book of Abstract of 7th International Conference on Business Servitization*, pp. 197-200. ISBN: 978-84-947996-4-8. Doi: 10.3926/serv2018.

25. **Leoni, L.**, Cristofaro, M., Baiocco S. (2018). Dinamiche co-evolutive nel turismo: il caso “Convenzione delle Alpi”. Referred Electronic Conference Proceeding Sinergie - Sima 2018 Conference, pp. 495-499. ISBN 97888943937-2-9. Doi:10.7433/SRECP.EA.2018.79.
26. **Leoni L.**, Lopez U., Rubalcaba L. (2018). “Specializzazione regionale e imprese Knowledge Intensive Business Services”. In S. Poggesi, P.M.A. Paniccia (Eds.), *Evoluzioni nei servizi-Evolutions in services*. Wolters Kluwer, Italia, 159-181. ISBN: 978-88-13-365479.
27. **Leoni L.** (2018). “Il capitale intellettuale e gli strumenti di misurazione e comunicazione”. In P.M.A. Paniccia (Ed.), *Knowledge management per la competitività d’impresa*, Aracne, Roma, 191-227. ISBN: 978-88-255-1370-7. Doi: 10.4399/97888255137076.
28. **Leoni L.** (2018). “Scambi di conoscenze nei rapporti inter-sistemici”. In P.M.A. Paniccia (Ed.), *Knowledge management per la competitività d’impresa*, Aracne, Roma, 143-163. ISBN: 978-88-255-1370-7. Doi: 10.4399/97888255137076.
29. **Leoni L.**, Silvestrelli P., Paniccia P.M.A. (2018). “Modelli di general management e strumenti di knowledge management”. In P.M.A. Paniccia (Ed.), *Knowledge management per la competitività d’impresa*, Aracne, Roma, 281-298. ISBN: 978-88-255-1370-7. Doi: 10.4399/97888255137076.
30. **Leoni L.** (2018). “La misurazione del capitale intellettuale: il caso Brembo”. In P.M.A. Paniccia (Ed.), *Knowledge management per la competitività d’impresa*, Aracne, Roma, 345-361. ISBN: 978-88-255-1370-7. Doi: 10.4399/97888255137076.
31. **Leoni L.** (2018). “L’integrazione tra persone e tecnologia: il caso Geox”. In P.M.A. Paniccia (Ed.), *Knowledge management per la competitività d’impresa*, Aracne, Roma, 363-371. ISBN: 978-88-255-1370-7. Doi: 10.4399/97888255137076.
32. Cristofaro M., **Leoni L.**, Baiocco S., Cinque A. (2018), “L’approccio co-evolutivo per lo sviluppo locale: Il caso ‘Convenzione delle Alpi’”, *HERITY Wizard’s Days 2018*, Quagliolo, M. e Paniccia, P.M.A (a cura di), pp. 65-73. ISBN 978-88-903829-7-0.
33. Paniccia P.M.A., Cristofaro M., **Leoni L.**, Baiocco S. (2018). L’approccio co-evolutivo nel settore turistico: evidenze dalla “Convenzione delle Alpi”. *Atti del Convegno “Evoluzionismo sistemico: il fascino della precarietà”*, 29-37. ISBN: 978-88-255-1664-7. Doi: 10.4399/97888255166474.
34. Paniccia P.M.A., Cristofaro M., Baiocco S., **Leoni, L.** (2018), “L’approccio co-evolutivo alla sostenibilità delle destinazioni turistiche: Evidenze dalla ‘Convenzione delle Alpi’”, *Impresa Progetto-Electronic Journal of Management*, n.3/2018, pp. 1-24. ISSN: 1824-3576 Doi: 10.15167/1824-3576/IPEJM2018.3.1136.
35. **Leoni, L.** (2017). “The role of Servitization and Knowledge Management in Enhancing Firms’ Competitiveness”. *Collana di Studi di Management: Economia e Diritto delle Imprese*, pp. 1-157. Aracne, Roma. ISBN: 978-88-255-0871-0
36. **Leoni L.**, Poggesi S. (2017). *The relationship between Servitization and Product-Service System: Insights from the literature, Esperienze d’impresa*, n.1/2017, pp. 29-51. ISSN: 1971-5293
37. Paniccia, P.M.A., **Leoni, L.**, Baiocco, S. (2017). *Interpreting Sustainability through Co-Evolution: Evidence from Religious Accommodations in Rome. Sustainability*, 9(12):2301. Doi: 10.3390/su9122301
38. Paniccia, P.M.A., Silvestrelli, P., **Leoni, L.**, Baiocco, S. (2017). *Imprese agricole, territorio e turismo in sinergia per lo sviluppo sostenibile. Impresa Progetto-Electronic Journal of Management*, n.3, pp. 1-32. ISSN: 1824-3576.
39. Cinque A., Madotto P., **Leoni L.** (2017), “A conceptual price model for smart cities”. *RESER 2017 Conference Proceedings*, 10-20. ISBN: 978-84-697-5412-2.
40. Lopez U., **Leoni L.**, Rubalcaba L., Martinez Chavez M. (2017). “KIBS Regional Specialisation patters: a comparison between three European regions”. *RESER 2017 Conference Proceedings*, 385-404. ISBN: 978-84-697-5412-2.
41. **Leoni L.** (2016), “Servitization in Italy: evidences from the Lazio region”. *RESER 2016 Conference Proceedings*, 909-924. ISBN 979-12-200-1384-0.
42. Paniccia P.M.A., **Leoni L.** (2016). *Knowledge Management. Approfondimenti, casi studio, strumenti e tecniche*, Roma, TEXmat, ISBN: 978-88-88748-76-4.
43. **Leoni, L.** (2015). *Adding service means adding knowledge: an inductive single-case study. Business Process Management Journal*, 21(3), 610-627. ISSN: 1463-7154. Doi: 10.1108/BPMJ-07-2014-0063
44. Paniccia, P.M.A., **Leoni, L.**, Cicerchia, A. (2015). “Residenze e borghi storici in Italia: un’opportunità di crescita sinergica nell’ottica della sostenibilità per il management turistico e immobiliare”. In R. Cafferata (Ed.), *Real Estate. Tendenze evolutive del settore*. il Mulino, Bologna, 301-335. ISBN: 978-88-15-25834-2
45. Paniccia P.M.A., **Leoni L.** (2015), “Alberghi diffusi in contesti storici: dalle suggestioni dell’innovazione alla reale esigenza della sostenibilità”. *Sinergie Referred Electronic Conference Proceedings*, 529-562. ISBN: 97888907394-5-3, DOI 10.7433/SRECP.2015.32.
46. **Leoni L.** (2015), “Servitization and Productization: two faces of the same coin?”. *RESER 2015 Conference Proceedings*, 1-18. ISBN: 978-87-7349-921-4.
47. **Leoni L.** (2014), “Servitization e Knowledge Management. Il Caso della IBM Corporation”. *Sinergie Referred Electronic Conference Proceedings*, 75-89. ISBN: 978-88-907394-4-6, DOI 10.7433/SRECP.2014.04
48. **Leoni L.** (2014), “Servitization and Sustainability in the Italian Manufacturing Firms”, *RESER 2014 Conference Proceedings*, 895-902. ISBN: 978-951-38-7436-0.
49. Paniccia P.M.A., **Leoni L.** (2014). *Knowledge Management. Schemi di sintesi delle lezioni*, Roma, TEXmat, ISBN: 978-88-88748-68-9.
50. **Leoni L.** (2013), “La domanda di turismo dei russi”, in Paniccia, P. e Basciano, M., *Roma cresce in Russia e in altre repubbliche ex-sovietiche* in *Roma Capitale* (Eds), *Roma cresce*. Brasile, Cina e Russia: mercati strategici di un nuovo turismo per l’Italia e la Capitale, Milano, FrancoAngeli, ISBN: 978882043365.
51. **Leoni, L.** (2013), Book Review, “Destination Governance. Teorie ed esperienze” di Pechlaner, H., Paniccia, P., Valeri, M. e Raich, F. (Eds), in “*Economia e Diritto del Terziario*” Anno 25 n.2, pp. 311-314, Milano, FrancoAngeli. ISSN: 1593-9464

TEACHING EXPERIENCE

Year	Class	Institution	Language	Course	Yearly Hours	Average Students
2020-present	Knowledge Management Foundations	Tor Vergata University	English	Bachelor of Science in Business Administration and Economics	36	50
2018-2019 2019-2020	Knowledge Management	Tor Vergata University	English	Bachelor of Science in Business Administration and Economics	36	120
2017-present	Creative Enterprise	Tor Vergata University	Italian	Master of Science in Economics and Management	36	30
2018-2019	Creativity and Creative firms	Camerino University	Italian	Master in “Manager of innovative processes for cultural and creative start-ups”	8	20
2017-2018 2018-2019	Translating theory into practice through business games	Tor Vergata University	English	Bachelor of Science in Business Administration and Economics	18	50
2017-2018	“Servitization in Manufacturing firms” and “Co-evolution in tourism”	Tor Vergata University	English	PhD in Management	7	15
2015-2016 2016-2017	Service Management	Tor Vergata University	English	Master of Science in Business Administration	4	50
2013-present	General Management	Tor Vergata University	Italian	Bachelor in Economics and Management	10	400
2012-present	Knowledge Management	Tor Vergata University	Italian	Master of Science in Economics and Management	20	200
2012-present	General Management	Tor Vergata University	Italian	MEMATIC (Master in Economics and Management of Tourist and Cultural Activities)	10	15
2014/2015	Servitization and Productization	Tor Vergata University SKY MAXXI	Italian	MICART (Post-graduate course in management and techniques for creative enterprise and contemporary arts)	4	30
2013/2014 2014/2015	International Marketing	Tor Vergata University	English	Master of Science in Business Administration	4	50
2013/2014 2014/2015	Economics and management of service enterprises	Tor Vergata University	Italian	Master of Science in Economics and Management	4	30

HONORS AND AWARDS (including Editorial Board Membership and Guest Editor activities)

- **2021:** “Administrative Sciences 2020 Outstanding Reviewer Award”. <https://www.mdpi.com/journal/admsci/awards/1157>
- **2020:** Guest Editor for the Special Issue “Creativity Management and Manufacturing Firm's Performance” for the Journal of Manufacturing Technology Management
- **2019-present:** Editorial Board Member of *International Journal of Information and Operations Management Education (IJIOME)*
- **2018-present:** Editorial Board Member of *Journal of Geographical Research (JGR)*
- **2018:** Best Paper Award – “Evoluzionismo sistemico: il fascino della precarietà” Conference – Rome, Italy
- **2017:** “Emerald Literati Awards 2017” as “Outstanding Reviewer” for the Journal of Manufacturing Technology Management.
- **2017-present:** Editorial Board Member of *Journal of Manufacturing Technology Management (JMTM)*
- **2016:** “PhD/PostDoc Mobility Grant” of RESER Association
- **September 2015-present:** RESER Council Member (*PhD Student Representative*)
- **September 2013:** Best PhD Paper – RESER Annual Conference 2013 – Aix-en-Provence, Francia
- **2011/2014:** Tor Vergata University, PhD. in Management and Organizational Behaviour. 3-year Full Scholarship (ranked 1st)

REVIEWING ACTIVITIES**Ad-Hoc Reviewing for Journals:**

- Administrative Sciences
- Current Issues in Tourism
- EuroMed Journal of Business
- Il Capitale Culturale. Studies on the Value of Cultural Heritage
- International Journal of Business Environment
- International Journal of Economics, Business and Management Research
- International Journal of Environmental Research and Public Health
- International Journal of Services and Operations Management

- Journal of Geographical Research
- Journal of Knowledge Management
- Journal of Manufacturing Technology Management
- Sinergie – Italian journal of management
- Technovation: The International Journal of Technological Innovation, Entrepreneurship and Technology Management
- The Service Industries Journal

Ad-Hoc Reviewing for Conferences:

- European Academy of Management (EURAM)
- European Association of Research on Services (RESER)
- Accademia Italiana di Economia Aziendale (AIDEA)

ACADEMIC MEMBERSHIPS

- 2018 – present** Accademia Italiana di Economia Aziendale (AIDEA)
2015 – present Società Italiana di Management (SIMA)
2014 – present European Academy of Management (EURAM)
2012 – present European Association for Research on Services (RESER)

PERSONAL DATA AND PUBLIC PROFILES

- Date and place of birth:** November, 13th, 1986; Velletri (Rome, Italy)
Nationality: Italian
Languages: English; Italian (mother tongue)
- Scopus ID:** 56661904500
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Research Gate: https://www.researchgate.net/profile/Luna_Leoni