

**LUDOVICA LEONE**

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Director of Studies - MBA Food and Wine  
Professor of *Sustainability, Agriculture and Tourism* – MBA Food and Wine  
Bologna Business School University of Bologna

**OTHER ACADEMIC POSITIONS**

Research Fellow  
Bocconi University - Ask Research Center

Adjunct Professor  
Bocconi University - Department of Management and technology

*TEACHING EXPERIENCES*

since 2013 Strategy and Governance in cultural and creative industries  
Institution: Bocconi University

since 2009 Scenarios of food and wine industry  
Alma Graduate School, University of Bologna

**OTHER POSITIONS**

2012-2013 Post-doctoral research fellow  
IAsk Research Center, Bocconi University  
Research project: "Getting consecrated in the contemporary art industry"

2008 Junior researcher and Project coordinator  
Research Project: "The international development of Food and Wine Made in Italy"  
Alma Graduate School and the Department of Management,  
University of Bologna, with Italian Ministry of Agricultural, Food and Forests Policies contribution.

2005-2007 Junior researcher and project coordinator  
Research Projects:  
- "Meta-management of Cultural Destinations", Prin for the Italian Ministry of  
Public Education and University  
- "Tourism plan for the Turin district"  
- "Florence Destination management"  
Bocconi University, Milan

2005-2006 Intern, Junior Researcher  
Research project: "Toward a new managerial model for the Superintendence of  
Archeological Goods of Rome"  
Erga Foundation, Milan

**EDUCATION**

2011 Ph.D. in Business Administration  
Dissertation: "Does improvisation lead to outcome deviation? A conceptual framework"

of improvisation, its antecedents and outcome deviation”  
University of Bologna, Italy

2010-2011 Visiting Scholar  
Ross School of Business, University of Michigan, Ann Arbor, MI - USA

2006 MSc. in Economics and Management for arts culture and communication,  
Magna cum laude  
Bocconi University, Milan, Italy

2004 BSc. in Management for arts culture and communication  
Bocconi University, Milan, Italy

#### *ADDITIONAL EDUCATION EXPERIENCES*

2012  
“Getting Published in Top Tier Journals: Guidance and Insights”  
Research development workshop held by Academy of Management Journal and  
Organization and Management Theory Division of the Academy of Management:

2010  
“Structural Equation Models”  
Summer School  
Alma Graduate School, Bologna, Italy

2010  
“Managing Rare Events and Learning from the Unexpected”  
Medici Summer School in Management Studies  
Alma Graduate School, HEC Paris, New York University

2007  
“Business Plan: models and tools”  
Intensive Executive Program  
SDA Bocconi, Milan, Italy

#### **HONOURS AND GRANTS**

Post-doctoral Fellowship, Ask Research Center, Bocconi University, 2012-2013  
Winner of University of Bologna “Marco Polo” Grant for studying abroad, 2010

Ph.D. Fellowship Grant 2008-2011  
Research Fellowship, Department of Management, Bocconi University, 2006-2007

#### **MEMBERSHIP**

Academy of Management from 2011  
EGOS (European group of Organization Studies) from 2012

#### **PRINCIPAL PUBLICATIONS**

Dubini, P., Leone, L., Forti, L. 2012. "Role distribution in Public-Private Partnerships. The case of heritage management in Italy", *International studies in management and organizations*, vol. 42, n. 2, 57-75

Leone, L., 2010. Dismissione del patrimonio immobiliare pubblico, 2001-2006. Cartolarizzazioni: procedure e soggetti, *Gazzetta Ambiente*, n.3 2010.

#### ACADEMIC CONFERENCES PRESENTATIONS

Baia Curioni, S., Leone, L. and Forti L. "Stairways and Heavens: artist's global selection and legitimation processes". Presented at Globalization of Contemporary Art Markets, Amsterdam, Netherlands, 3-5 October 2013

Leone, L., Baia Curioni, S. and Dubini P. "Another star: an empirical study of consecration in the contemporary art field". EGOS, European group of organization studies conference, Montreal, Canada, 4-7 July 2013

Leone, L. and Bergami M. "How severity ratings lead to consecration. The path of Massimo Bottura and his Osteria Franceseana to the Olympus of contemporary cuisine". AIMAC, International conference in arts and cultural management, Bogotá, Colombia, 26-29 June 2013

Leone, L. and Salvemini S. "The secret ingredient. When territorial identity ensures the success of local alliances". AIMAC, International conference in arts and cultural management, Bogotá, Colombia, 26-29 June 2013

Leone, L. "Disentangling improvisation. When improvisation is not just an emergency exit". Annual meeting of the Academy of Management, Boston, MA, USA, 3-7 August 2012.

Leone, L. "The Ratatouille paradox. Exploring the differences between improvisation and other creative processes". EGOS, European group of organization studies conference, Helsinki, Finland, 5-7 July 2012

Leone, L. "The Ratatouille paradox. Exploring the differences between improvisation and other creative processes". Cognition in the Rough Professional Development Workshop at the Academy of Management, San Antonio, TX, USA, 12-16 August, 2011.

Leone, L. Bergami, M., Morandin, G. "Entrepreneurial Motivation to Engage in New Venture Creation in a Creative Industry. Exploring the interaction between entrepreneurial and creative motivations." AIMAC 2011, Antwerp, Belgium, 3-6 July, 2011.

Leone, L. "Does improvisation lead to outcomes variance? A conceptual framework of improvisation, its antecedents and outcomes variance in Italian haute cuisine context". Paper presented at the XI Workshop of the Italian Scholars in Organization Studies. Uncertainty, Creativity and Organizational Rationalities, Bologna, Italy, June 16-18, 2010

Degli Innocenti, M., Leone, L., Vicentini, F. "What difference makes the difference? A meta-analysis of team diversity, communication, performance". Paper presented at Eiasm 16th International Product Development Management Conference, Twente, The Netherlands, 7-9 June 2009.

Dubini, P., Leone, L., Forti, L. "Managing heritage: when private partners are no evil". Paper presented at Eiasm, 3rd Workshop on managing cultural organizations, Bologna, 11-12 September, 2008.

#### *CONFERENCES PARTICIPATION AS GUEST SPEAKER*

Il Caso Friuli Venezia Giulia Via dei Sapori "I solisti del gusto", Moroso Showroom, Milan, February 26th 2013

Dalle stelle al firmamento. La cucina italiana e la sfida della crescita, Triennale di Milan, May 31st 2010

Economia del gusto: le sfide manageriali per la cucina italiana, Le Soste and Fipe, Alma Graduate School, Bologna, December 6th 2011

#### *WORKING PAPERS*

Leone, L. "Disentangling improvisation. When improvisation is not just an emergency exit". Manuscript under preparation for submission to *Journal of Management Studies*.

Leone, L. "The Ratatouille paradox. Exploring the differences between improvisation and other creative processes". Manuscript under preparation for submission to *Organization Studies*.

Degli Innocenti, M., Leone, L., Vicentini, F. "What difference makes the difference? A meta-analysis of team diversity, communication, and performance". Manuscript under preparation for submission to *Journal of Management*.

#### *TEACHING CASES*

Dubini, P. and Leone, L. "The career of Venus. From Morgantina to Getty Museum and back." Università Bocconi, Milano, Italy, 2013

Leone, L., Salvemini, S. "Inter-firms Network Formation and Evolution in high quality cuisine. The case of Via dei Sapori Consortium". SDA Bocconi, Milano, Italy, 2012

Leone, L., Soda, G. The soloists of taste. The case of Friuli Venezia Giulia Consortium Via dei Sapori. SDA Bocconi, Milano, Italy, 2012