


## Brief CV

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|--|---|----------------------------|-------|---|
| <b>Name</b>  | Luna  | <b>Chinese Name</b>        | -     |  |
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| <b>Research Area</b>   | Creativity and Creative firms; Knowledge management;<br>Management of manufacturing and service firms; Servitization<br>and Productization; Tourism |                            |       |   |
| <b>Biography:</b>  |   |                            |       |   |
| <p><b>Luna Leoni</b> is an Assistant Professor in Management at the University of Rome Tor Vergata. In the same University, she is Professor of “Creative Enterprise” and “Knowledge Management” as well as Program Manager of the “Master in Economics and Management of Cultural and Tourist Activities”. Her main research interest areas are: servitization, knowledge management, tourism, and creativity. Moreover, she is Council Member of the European Association for Research on Services (RESER). Luna's research findings have appeared in top-tier business, management, and tourism journals.</p> |   |                            |       |   |

\*\*\*\*\*All the columns need to be filled in.