

# Maria Isabella Leone

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## BIO

Maria Isabella Leone is Associate Professor of Management and Corporate Business at Luiss University and Luiss Business School. She is also Head of MBA programs, Director of the Flex MBA, and Director of the Executive Master in Open Innovation and Intellectual Property.

Furthermore, she is the Scientific Director of the Observatory on “Gender Equality in Leadership in Health”.

She is the Luiss Unit Leader of the Under40 project of national interest (PRIN) on “Open Social Innovation for a Next Generation of Public Governance” and collaborates with the most known Italian Corporates in applied research projects and with industrial PhDs.

Her research focuses on the strategic management and policy of/for intellectual property rights, patent and trademark licensing, open innovation practices, and gender equality. She has published on these topics in leading international journals such as Strategic Management Journal, Organization Science, R&D Management Journal and Industrial and Corporate Change.

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## EDUCATION

(2005–2008) Ph.D. in Management

Doctoral Dissertation on “Technology Acquisition through Licensing. Implications for Firm’s Strategy”, The University of Bologna, Bologna (Italy)

(2000–2004) MSc. in Economics and Management

Master thesis on “Financial and Strategic Valuation of Intellectual Property Rights. The case of patents” - Mark: 110/110 cum laude (and a special mention from the committee)

Luiss University, Rome (Italy)

(1995 – 2000) High school Diploma in Humanities

Diploma in Humanities - Mark (100/100)

Secondary school "Amedeo di Savoia", Tivoli (Rome, Italy)

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## MAJOR APPOINTMENTS (selected)

October 2023 →

### Head of MBA Programs

Luiss Business School, Rome (Italy)

March 2022 →

### Scientific Director of the Observatory "Leadership in Health"

- <https://businessschool.luiss.it/osservatorio-leadership-femminile-sanita/>

Luiss Business School, Rome (Italy)

January 2022 →

### LUISS Research Unit Leader for PRIN 2020 "Open Social Innovation for a Next Generation of Public Governance"

Luiss University, Rome (Italy)

January 2022 →

### Director of the Flex MBA program (in collaboration with

Insendi) - <https://businessschool.luiss.it/flex-mba/>

Luiss Business School, Rome (Italy)

January 2021 →

### Associate Professor of Management and Corporate Business

→ Chair of the bachelor's degree course of Economics and Business; Lecturer of MBA courses focused on Economics of Strategy; Research on Open Innovation and Strategic Intellectual Property Management

Luiss University & Luiss Business School, Rome (Italy)

2020 →

### Member of Luiss Unit of the ENGAGE.EU consortium. Co-

## PUBLICATIONS (selected)

- Leone, M.I., Messeni Petruzzelli, A., Natalicchio, A., (2022) "Boundary spanning through external technology acquisition: The moderating role of star scientists and upstream alliances", Technovation, 116, 102496.
- Belingheri, P., Leone, M. I., & Lombardi, S. (2021). What's Your Stake When Engaging in Licensing? A Comparison Between Standard and Partnership-Embedded Licensing Strategies. IEEE Transactions on Engineering Management.
- Antonelli, G. A., Leone, M. I., & Ricci, R. (2021). Exploring the Open COVID Pledge in the fight against COVID-19: a semantic analysis of the Manifesto, the pledgors and the featured patents. R&D Management, 52(2), 255-272.
- Laursen, K., Moreira, S., Reichstein, T., & Leone, M. I. (2017). Evading the boomerang effect: using the

**leader of task 4.5 Create ENGAGE.EU: inno-preneurial spaces and Task 4.6 Foster ENGAGE.EU inno-preneurial start-ups and business development**

Luiss University, Rome (Italy)

2020 →

**Member of the EINST4INE-European Training Network for Industry Digital Transformation across Innovation Ecosystems Project, PhD Training and Collaboration on Industry 4.0, digital transformation and innovation ecosystems**

Luiss University, Rome (Italy)

November 2019 →

**Certified Innovation Manager**

(<https://www.mise.gov.it/index.php/it/incentivi/impresa/voucher-consulenza-innovazione/elenco-manager>)

Ministry of Economic Development (MISE), Rome (Italy)

2014 →

**Director of the Executive Master in Open Innovation and Intellectual Property**, sponsored by the Italian trademark and patent office (UIBM; MISE) in partnership with the University of Turin

Luiss Business School, Rome (Italy)

grant-back clause to further generative appropriability from technology licensing deals. *Organization Science*, 28(3), 514-530.

- Leone, M. I., & Reichstein, T. (2012). Licensing-in fosters rapid invention! The effect of the grant-back clause and technological unfamiliarity. *Strategic Management Journal*, 33(8), 965-985.
- Laursen, K., Leone, M. I., & Torrisi, S. (2010). Technological exploration through licensing: new insights from the licensee's point of view. *Industrial and corporate change*, 19(3), 871-897.