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# Chiara Giulia De Leo

## JOINT PH.D. IN ORGANIZATION THEORY

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 <https://sites.google.com/view/chiara-giulia-de-leo/about>

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**Research Interests** Digital Technologies & Change  
Institutional Theory  
Creative Industries & Cultural Heritage

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<b>Education</b>	2020-2025	<b>University of Bologna &amp; University of Edinburgh Joint Ph.D. Management</b> <b>VIVA passed in Edinburgh on 05.12.2024, no revisions</b> <b>Defense passed on 18.06.2025, excellent (equivalent to cum laude)</b> Dissertation: “Digital transformation in museums: institutional micro-foundations and the materiality of change” Advisors: Prof. Cristina Boari, Prof. Candace Jones Additional affiliations: UNA Europa Doctoral Program in Cultural Heritage
	2014-2015	<b>Courtauld Institute of Art, London</b> <b>MA History of Art</b> Dissertation: “Confraternal Patronage, Art and Power in the Counter-Reformation Years”
	2011-2014	<b>Bocconi University, Milan</b> <b>BSc Management and Economics for Art, Culture and Communications</b> Dissertation: “The system of contemporary art in Turin: new directions of development for a one-company town.”

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**Working papers** De Leo, C., Boari, C., *No way to go but digital: narratives, materiality, and the institutionalization of digital transformation in the museum field* (Target Journal – *Organization Studies*)

De Leo, C., *Embroidering legitimacy and fabricating collective myths: the role of materiality and visuality in legitimation processes* (Target Journal – *Organization Science*)

De Leo, C., *The medium is the message: the interplay of discourse, meaning, and materiality in museums digital transformation* (R&R – special issue on interdisciplinarity in management research, *Journal of Management Studies*)

De Leo, C., Jones, C., *From the “white cube” to the “hypercube”: professionals, new technologies, and materiality* (Target journal: *Academy of Management Journal*)

Ferri, P., Napolitano, S., De Leo, C., *Making Museums Comparable: Commensuration Work in a Decentralized Accreditation System* (Under review: *Financial Accountability & Management*)

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**Research-in-progress**

De Leo, C., *Museums and web 3D VR tours in the times of COVID-19: An empirical study on visitors’ behavioral intentions* (data collection and analysis completed)

De Leo, C., Gaavar, R., *Being a woman (still) matters: 50 years of theories of gender in organizations, a bibliometric analysis* (initial bibliometric analysis completed)

De Leo, C., *Challenging the prototype of the super-woman “having it all”: a social identity theory approach to gender inequality in organizations* (research proposal)

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**Publications**

Salvemini, S., Pirotti G.B., Perin, G, De Leo, C.G. (2022). *La tutela della creatività degli chef nel settore dell’Haute Cuisine*. *ECONOMIA & MANAGEMENT: la rivista della Scuola di Direzione Aziendale dell’Università L. Bocconi*, ISSN-e 1120-5032, Nr. 3, 2022, p. 106-111

Lena, A.P., Cunsolo, F.P., De Leo, C.G. (2024). *Moving beyond the collective oblivion of the Italian colonial past*. *MUSEUM, MATERIALS AND DISCUSSIONS*, 1(2), 97-113 [10.6092/issn.3034-9699/20195]

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**Research experience 2021-2023**

**Research Assistant / UNCHARTED / University of Bologna**

EU-funded project - Department of Management led by Prof. Luca Zan and Paolo Ferri:

- Prepared and conducted interviews
- Assisted in ethnographic observations

**2018-2020**

**Research Fellow / Bocconi University**

- Research project on chefs and copyright led by Prof. Severino Salvemini
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<b>Teaching experience</b>	2022-2025	<b>University of Bologna</b> <b>Teaching Assistant</b> Department of Management <ul style="list-style-type: none"> <li>• TA for the <b>Course of Business Strategy</b>, an undergraduate course with an average of 150 students per semester.</li> <li>• Teaching sessions, developed exams, group work ideas, and five case studies for the classroom (topics: growth strategies, innovation, the competitive environment)</li> <li>• Graded the exams, group-works reports, and presentations</li> </ul>
	2022-2025	<b>University of Bologna</b> <b>Teaching Assistant</b> Department of Management <ul style="list-style-type: none"> <li>• TA for the <b>Course of Corporate Strategy</b>, a graduate course with an average of sixty students per semester.</li> <li>• Developed case studies for the classroom (topics: mergers and acquisitions, corporate strategies)</li> <li>• Prepared and conducted lessons on mergers and acquisitions.</li> <li>• Graded the exams, group-works reports, and presentations</li> </ul>
	2019-2021	<b>Bocconi University, Milan</b> <b>Teaching Assistant</b> Department of Management and Technology <ul style="list-style-type: none"> <li>• TA for the <b>Course of Organizational Behavior</b>, an undergraduate course with an average of a hundred students per semester.</li> <li>• Administered and graded the exams</li> </ul>
	2019-2021	<b>Bocconi University, Milan</b> <b>Teaching Assistant</b> Department of Management and Technology <ul style="list-style-type: none"> <li>• TA for the <b>Courses of Fashion Management</b>, a graduate course with an average of forty-five students per semester.</li> <li>• Graded the exams</li> </ul>
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<b>Conference Presentations &amp; PDW</b>	Upcoming, 2025	<b>AoM Conference, Copenhagen, OMT Division</b> De Leo, C., Jones, C., From the white cube to the hypercube: professionals, new technologies and materiality
	2025	<b>16<sup>th</sup> PROS conference, Eretria</b> De Leo, C., Jones, C., From the white cube to the hypercube: professionals, new technologies and materiality
	2025	<b>10<sup>th</sup> Creative Industries Conference, Pavia</b> De Leo, C., Jones, C., From the white cube to the hypercube: professionals, new technologies and materiality

- 2025 **Organizing Creativity – Transalpine Paper Development, Berlin**  
De Leo, C., Jones, C., From the white cube to the hypercube: professionals, new technologies and materiality
- 2024 **AoM Conference, Copenhagen, OMT Division**  
De Leo, C., The medium is the message: discourse, meaning and materiality
- 2024 **EGOS, Milan**  
De Leo, C., Jones, C., From the white cube to the hypercube: professionals, new technologies and materiality
- 2024 **Organizing Creativity – Transalpine Paper Development Workshop, Reggio Emilia**  
De Leo, C., Jones, C., From the white cube to the hypercube: professionals, new technologies and materiality
- 2023 **8<sup>th</sup> Creative Industries Conference, Fontainebleau**  
De Leo, C., Embroidering legitimacy: exploring the interplay of materiality and visuality in times of turbulent institutional change
- 2023 **EGOS, Cagliari**  
De Leo, C., Embroidering legitimacy: exploring the interplay of materiality and visuality in times of turbulent institutional change
- 2023 **EURAM, Dublin**  
Ferri, P., Napolitano, S., De Leo, C., Bridging logics of evaluations for state and regional museums
- 2023 **10<sup>th</sup> Annual Strategy Writing Workshop, Edinburgh**  
De Leo, C., Embroidering legitimacy: exploring the interplay of materiality and visuality in times of turbulent institutional change

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**Work Experience**

- 2017-2022 **GAMEC & Accademia Carrara Bergamo**  
Museum Educator
- 2016-2020 **Finarte Milan**  
Marketing and Communications Coordinator
- 2016 **Brown’s London Art Weekend London**  
Junior Project Manager
- 2016 **Peggy Guggenheim Collection Venice**  
Museum Education intern
- 2015 **Center for Italian Modern Art New York**  
Development and Communications Intern

<b>Professional Affiliations</b>	2022-Present	<b>EGOS</b> European Group of Organization Studies – Student member
	2023-Present	<b>AOM</b> Academy of Management – Student member
<b>Awards and Scholarships</b>	2024	<b>Nomination for EGOS: “That’s interesting! award”</b> Paper: “Embroidering legitimacy: exploring the interplay of materiality and visuality in times of turbulent institutional change.”
	2022	<b>Marco Polo Scholarship</b> Ten-month scholarship for international mobility
	2020	<b>Full PhD Scholarship</b> PhD Scholarship awarded by the University of Bologna
<b>Community service</b>	2022-present	<b>Strategy Reading Group</b> Organizer for the Strategy Reading group’s weekly meetings at the University of Bologna
	2024-present	<b>Reviewer</b> Academy of Management Conference
	2024-present	<b>DiSA Art Project</b> Supported the Bologna Department of Management in conducting a public art project in collaboration with an artists’ collective, Parsec, to reclaim the spaces outside the department.
<b>Languages</b>	English	Native language
	Italian	Native language
	French	Intermediate
<b>Computer skills</b>	Applications	N-vivo, Max-QDA, WordPress, Hootsuite, Stata, R (basic), Canva, Photoshop, In-design, Office package
<b>References</b>	Prof. Candace Jones	Chair Global Creative Enterprise, University of Edinburgh Business School <a href="mailto:Candace.Jones@ed.ac.uk">Candace.Jones@ed.ac.uk</a> ; +44 0131 651 3858
	Prof. Cristina Boari	Full professor of Business Strategy, University of Bologna <a href="mailto:cristina.boari@unibo.it">cristina.boari@unibo.it</a> ; +39 051 2098085
	Prof. Paolo Ferri	Associate professor in Management and Accounting, Director of the M.A. in Innovation and Organization of Culture and the Arts, University of Bologna <a href="mailto:p.ferri@unibo.it">p.ferri@unibo.it</a> ; +39 051 20 9 8088