



Leandro Bitetti

Leandro Bitetti, Ph.D., is the Head of the Master of Science in Business Administration with a Major in Innovation Management at the University of Applied Sciences and Arts of Southern Switzerland. He also leads the research team in entrepreneurship and innovation at the Competence Centre for Management and Entrepreneurship. His research primarily explores Business Model Innovation from a cognitive perspective and entrepreneurial processes, with his work published in esteemed journals such as *Creativity and Innovation Management*, the *International Journal of Innovation Management*, the *Journal of Business Models*, and *Piccola Impresa / Small Business*, among others. Additionally, Leandro serves as both a jury member and mentor in various entrepreneurship competitions, as well as regional and national entrepreneurship programs.