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Knowledge Group: Marketing

Research Domains: Innovation

Teaching Domains: Management of Creativity, Design Thinking, New Business Models, New Product Development, Technology Management

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Articles in Scholarly Journals

Revolutionizing consumption: Unveiling the Allure of NFTs and digital twins for sustainable luxury fashion

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Quando la necessità aguzza l'ingegno. L'impatto dei vincoli finanziari sulla creatività

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Il ruolo del senso di appartenenza nell'evoluzione dei distretti industriali: una proposta metodologica

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Proceedings/Presentations

Empowering Consumers Through Blockchain: NFTs as a Means to Institutionalize Consumer Roles in The Metaverse

PIANCATELLI, C., M. MASSI, P. CILLO, "Empowering Consumers Through Blockchain: NFTs as a Means to Institutionalize Consumer Roles in The Metaverse" in 2023 AMA Winter Academic Conference, 6-12 February, 2023, Nashville TN, United States of America

A Natural Language Processing Analysis of the Effect of Quarrels on Analyst Ratingsterly CoC

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The Effect of Innovation on Investor Acquisition and Retention

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How Leading Incumbents Sustain Performance in Face of Technological Change in the Music Industry

ZANELLA, P., P. CILLO, G. VERONA, "How Leading Incumbents Sustain Performance in Face of Technological Change in the Music Industry" in 37th Annual International Conference of the Strategic Management Society, 28-31 October, 2017, Houston, TX, United States of America

How Potential Consumers Can Help Firms' Strategists and Middle Managers Develop De Novo Value Propositions

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Understanding and involving consumers in value creation: A conceptual frame for strategic management studies

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How Fashion Designers Develop New Styles: Creative Epiphany Versus Market Feedback

NUNESM, J., X. DREZE, P. CILLO, E. PRANDELLI, I. SCOPELLITI, "How Fashion Designers Develop New Styles: Creative Epiphany Versus Market Feedback" in 73rd Annual Meeting of the Academy of Management 'Capitalism in Question' - August 9-13, 2013, Orlando, FL, United States of America

The Effect of Critical Evaluation on Aesthetic Innovation: Debunking the Myth of Designer as Dictator

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A glance at the future. effects of anticipated disclosure of newproduct concepts

SCOPELLITI, I., P. CILLO, D. MAZURSKY, "A glance at the future. effects of anticipated disclosure of newproduct concepts" in 41th EMAC Conference Marketing to Citizens Going beyond Customers and Consumers - 22-25 May, 2012, Lisbon, Portugal

Does exposure to concept products affect consumer judgment of marketed products?

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Explaining pattern in foreign market launch

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Effects of Extreme Priming and Processing Fluency on the Evaluation of Design

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Edited Books

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L'innovazione come leva strategica per attrarre e trattenere gli investitori

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Introduzione: innovazione e management

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The Launch and Repositioning of a New Product Worldwide: Tetra Prisma Aseptic

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