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Fellow



Knowledge Group: Marketing

Research Domains: Marketing Management

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Other

Influencer activism la nuova frontiera della credibilità

D'ARCO, M., V. MARINO, R. RESCINITI, G. BRANCA, "Influencer activism la nuova frontiera della credibilità", Mark Up, January 2026, pp. 48-49

Measuring customer loyalty: Bridging the gap between theory and practice - Misurazione della customer loyalty: un ponte tra teoria e pratica

BRANCA, G., "Measuring customer loyalty: Bridging the gap between theory and practice - Misurazione della customer loyalty: un ponte tra teoria e pratica", SDA Bocconi Insight, 20 January 2025

Oltre la realtà fisica. Packaging e prodotto nella Virtual Reality

BRANCA, G., "Oltre la realtà fisica. Packaging e prodotto nella Virtual Reality", Economia & Management Plus, 16 April 2024

Marketing for diversity and inclusion: unlocking consumer, company, and societal benefits

GROSSO, M., G. BRANCA, S. CASTALDO, "Marketing for diversity and inclusion: unlocking consumer, company, and societal benefits", Knowledge@emlyon, 16 October 2024

Articles in Scholarly Journals

Influencer Activism: Insights for Effective Partnership With Brands and Organizations

D'ARCO, M., G. BRANCA, V. MARINO, R. RESCINITI, "Influencer Activism: Insights for Effective Partnership With Brands and Organizations", Psychology & Marketing, 2025, vol. 42, no. 3, pp. 741-766

L'analisi del concetto di loyalty: relazione con il brand a quattro dimensioni - Analyzing the concept of loyalty. A four-dimensional relationship with the brand

CIACCI, A., A. MANTOVANI, G. BRANCA, "L'analisi del concetto di loyalty: relazione con il brand a quattro dimensioni - Analyzing the concept of loyalty. A four-dimensional relationship with the brand", *Economia & Management*, 2025, no. 1, pp. 22-31

Il modello TCC: trasformare i dati in vantaggio competitivo - The TCC model. Turning data into competitive advantage

BRANCA, G., A. CIACCI, D. KATRIS, Y. RUBASHKINA, "Il modello TCC: trasformare i dati in vantaggio competitivo - The TCC model. Turning data into competitive advantage", *Economia & Management*, 2025, no. 1, pp. 42-45

Il mercato alimentare italiano: comunicare la sostenibilità attraverso il packaging - Green Messaging in Italian Grocery: Communicating Sustainability Through Packaging

BRANCA, G., Q. SHI, S. VALENTINI, "Il mercato alimentare italiano: comunicare la sostenibilità attraverso il packaging - Green Messaging in Italian Grocery: Communicating Sustainability Through Packaging", *Economia & Management*, 2025, no. 3, pp. 15-22

Generation Z consumers' perspective: how and why should (not) brands engage in activism?

CAMMAROTA, A., G. BRANCA, "Generation Z consumers' perspective: how and why should (not) brands engage in activism?", *Italian Journal of Marketing*, 2025, vol. 2025, no. 1, pp. 21-50

Beyond Sustainability Narratives: Exploring Generation Z's Shopping Motivations in Vintage Fashion

BRANCA, G., M. D'ARCO, V. MARINO, R. RESCINITI, "Beyond Sustainability Narratives: Exploring Generation Z's Shopping Motivations in Vintage Fashion", *Journal of Consumer Behaviour*, 2025, vol. 24, no. 6, pp. 3082-3103

Value through diversity: A systematic literature review to understand diversity and inclusion in consumer research

BRANCA, G., M. GROSSO, S. CASTALDO, "Value through diversity: A systematic literature review to understand diversity and inclusion in consumer research", *Psychology & Marketing*, 2024, vol. 41, no. 11, pp. 2854-2873

Sustainable packaging design and the consumer perspective: a systematic literature review

BRANCA, G., R. RESCINITI, B. J. BABIN, "Sustainable packaging design and the consumer perspective: a systematic literature review", *Italian Journal of Marketing*, 2024, vol. 2024, no. 1, pp. 77-111

How do consumers evaluate products in virtual reality? A literature review for a research agenda

BRANCA, G., V. MARINO, R. RESCINITI, "How do consumers evaluate products in virtual reality? A literature review for a research agenda", *Spanish Journal of Marketing - ESIC*, 2024, vol. 28, no. 3, pp. 356-380

Flatmates: the first Italian influencer marketing agency founded and managed by content creators

BRANCA, G., M. D'ARCO, V. MARINO, R. RESCINITI, "Flatmates: the first Italian influencer marketing agency founded and managed by content creators", *Micro & Macro Marketing*, 2024, no. 3, pp. 639-658

Virtual is so real! Consumers' evaluation of product packaging in virtual reality

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Pre-owned Suits Me! Exploring Generation Z's Purchase Behaviour towards Second-Hand Fashion

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Impact of Covid-19 on consumers' pro-environmental behaviour intentions. Does proximity to an event matter?

D'ARCO, M., G. BRANCA, V. MARINO, R. RESCINITI, "Impact of Covid-19 on consumers' pro-environmental behaviour intentions. Does proximity to an event matter?", *Micro & Macro Marketing*, 2022, no. 2, pp. 167-197

Proceedings/Presentations

Fostering trust through diversity and inclusion to address contemporary challenges for brands

BRANCA, G., M. GROSSO, E. ACCONCIAMESSA, M. BARTIROMO, S. CASTALDO, "Fostering trust through diversity and inclusion to address contemporary challenges for brands" in 13th FINT Conference 2025 - Trust Within and Between Organizations, June 18-21, 2025, Genova, Italy

Diversity and inclusion in retail: consumers' perceptions and brand outcomes

BRANCA, G., S. CASTALDO, M. GROSSO, "Diversity and inclusion in retail: consumers' perceptions and brand outcomes" in 31st Recent Advances in Retailing and Consumer Sciences (RARCS) Conference, July 7-10, 2025, Zagreb, Croatia

Embracing the multifaceted dimensions of diversity: how marketing and businesses can shape a more inclusive future

BRANCA, G., M. GROSSO, S. CASTALDO, "Embracing the multifaceted dimensions of diversity: how marketing and businesses can shape a more inclusive future" in XXI SIM Conference: Brands and Purpose in a changing era, October 17-19, 2024, Milano, Italy

Enhancing prosocial behavior through influencer marketing. The role of partnership congruity and consumers' prosocial identity

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Sustainability cues in fashion: practitioners' and consumers' perspectives

BRANCA, G., J. NASCIMENTO, S. M. C. LOUREIRO, "Sustainability cues in fashion: practitioners' and consumers' perspectives" in 2024 Global Fashion Management Conference, July 11-13, 2024, Milano, Italy

Exploring purchase intention in Virtual Reality: evidence from a comparative experimental analysis

BRANCA, G., V. MARINO, R. RESCINITI, "Exploring purchase intention in Virtual Reality: evidence from a comparative experimental analysis" in Proceedings of the 22nd International Marketing Trends Conference

“Mastering the conversation. Dialoguing with customers and stakeholders to handle future marketing and societal challenges”. January 19-21, 2023, Paris, France

Generation Z's reactions to brand activism: the role of self-identity and familiarity

CAMMAROTA, A., G. BRANCA, V. MARINO, R. RESCINITI, "Generation Z's reactions to brand activism: the role of self-identity and familiarity" in Rediscovering local roots and interactions in management, Sinergie-SIMA Management Conference - June 29-30, 2023, Bari, Italy

Virtual Reality in Healthcare: An in-depth examination of applications, challenges, and future research pathways

BRANCA, G., M. D'ARCO, V. MARINO, R. RESCINITI, "Virtual Reality in Healthcare: An in-depth examination of applications, challenges, and future research pathways" in SIM Conference 2023: Marketing per il benessere, la salute e la cura - October 20-21, 2023, Firenze, Italy

Are consumers actually willing to pay more for sustainable packaging? A choice-based conjoint analysis

BRANCA, G., S. M. C. LOUREIRO, R. RESCINITI, "Are consumers actually willing to pay more for sustainable packaging? A choice-based conjoint analysis" in Proceedings of the XIX SIM Conference “Next Generation Marketing. Place, People, Planet: cooperation & shared value for a new era of critical marketing”. October 20-21, 2022, Salerno, Italy

Love is a two-sided why: exploring Valentine's Day's ritual purchases and consumption behaviors via comparative big data analysis and strategic forecasting

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The use of Virtual Reality in product research: a preliminary analysis of the literature

BRANCA, G., "The use of Virtual Reality in product research: a preliminary analysis of the literature" in Proceedings of the XVIII SIM Conference “Digital transformation and marketing. Implications for business and society”. October 14-15, 2021, University of Macerata, University of Urbino Carlo Bo, Marche Polytechnic University, Italy

Head or heart? A comparative study of the factors influencing sustainable consumption intention in two generational cohorts

D'ARCO, M., G. BRANCA, L. LO PRESTI, G. MAINOLFI, G. MAGGIORE, V. MARINO, R. RESCINITI, "Head or heart? A comparative study of the factors influencing sustainable consumption intention in two generational cohorts" in A comparative study of the factors influencing sustainable consumption intention in two generational cohorts. Proceedings of the XVIII SIM Conference “Digital transformation and marketing. Implications for business and society”. October 14-15, 2021, University of Macerata, University of Urbino Carlo Bo, Marche Polytechnic University, Italy

Eco-friendly packaging and sustainability cues: first insights from literature

BRANCA, G., "Eco-friendly packaging and sustainability cues: first insights from literature" in Proceedings of XVII SIM Conference "Marketing for a better society". October 29-30, 2020, LIUC University, Varese, Italy

How Artificial Intelligence impacts on Customer Experience: a first overview

RESCINITI, R., G. BRANCA, "How Artificial Intelligence impacts on Customer Experience: a first overview" in Proceedings of XVI SIM Conference "Marketing 4.0: the multi-channel challenges". October 24-25, 2019, University of the Sacred Heart, Piacenza, Italy

Contribution to Chapters, Books or Research Monographs

Touchpoint digitali per costruire la loyalty

MANTOVANI, A., A. CIACCI, G. BRANCA, "Touchpoint digitali per costruire la loyalty" in Digital Loyalty: Integrare touchpoint digitali, big data e AI per accrescere la fiducia dei clienti., Sandro Castaldo (Ed.), Egea, chap. 3, pp. 31-50, 2025

I fattori abilitanti della loyalty (enabler) nei contesti digitali

MANTOVANI, A., A. CIACCI, G. BRANCA, "I fattori abilitanti della loyalty (enabler) nei contesti digitali" in Digital Loyalty: Integrare touchpoint digitali, big data e AI per accrescere la fiducia dei clienti., Sandro Castaldo (Ed.), Egea, chap. 4, pp. 51-65, 2025

Digital e loyalty. Nuove campagne per gli shopper e i retailer di oggi

BRANCA, G., A. CIACCI, D. KATRIS, A. EZAN, "Digital e loyalty. Nuove campagne per gli shopper e i retailer di oggi" in Digital Loyalty: Integrare touchpoint digitali, big data e AI per accrescere la fiducia dei clienti., Sandro Castaldo (Ed.), Egea, chap. 8, pp. 145-153, 2025

Conclusioni e implicazioni manageriali

ACCONCIAMESSA, E., G. BRANCA, S. CASTALDO, A. CIACCI, M. GROSSO, A. MANTOVANI, L. PENCO, A. PIRRO RUGGIERO, G. TESTA, "Conclusioni e implicazioni manageriali" in Digital Loyalty: Integrare touchpoint digitali, big data e AI per accrescere la fiducia dei clienti., Sandro Castaldo (Ed.), Egea, chap. 9, pp. 155-167, 2025

Un'analisi delle precedenti review sulla loyalty: concettualizzazioni, misurazioni e implicazioni

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Concettualizzazioni, dimensioni e misurazioni della loyalty: una systematic literature review

CIACCI, A., A. MANTOVANI, G. BRANCA, "Concettualizzazioni, dimensioni e misurazioni della loyalty: una systematic literature review" in La Fedeltà del Cliente. Teoria, Misurazione e Gestione., S. Castaldo (Ed.), Egea, chap. 5, 2024

Considerazioni conclusive e implicazioni manageriali

ACCONCIAMESSA, E., B. BUSACCA, G. BRANCA, S. CASTALDO, A. CIACCI, A. MANTOVANI, L. PENCO, G. TESTA, "Considerazioni conclusive e implicazioni manageriali" in La Fedeltà del Cliente. Teoria, Misurazione e

Gestione., S. Castaldo (Ed.), Egea, chap. 7, 2024

La gestione e la misurazione della loyalty secondo TCC: un approccio data-driven

BRANCA, G., A. CIACCI, D. KATRIS, Y. RUBASHKINA, "La gestione e la misurazione della loyalty secondo TCC: un approccio data-driven" in La Fedeltà del Cliente. Teoria, Misurazione e Gestione., S. Castaldo (Ed.), Egea, chap. 8, 2024

An Analysis of Previous Review on Loyalty: Conceptualizations, Measurements, and Implications

BRANCA, G., A. CIACCI, "An Analysis of Previous Review on Loyalty: Conceptualizations, Measurements, and Implications" in Customer Loyalty. Theory, Measurement, and Management Customer Loyalty. Theory, Measurement, and Management., S. Castaldo (Ed.), Bocconi University Press - BUP, chap. 4, pp. 59-72, 2024

Conceptualizations, Dimensions, and Measurements of Loyalty: A Systematic Review

CIACCI, A., A. MANTOVANI, G. BRANCA, "Conceptualizations, Dimensions, and Measurements of Loyalty: A Systematic Review" in Customer Loyalty. Theory, Measurement, and Management., S. Castaldo (Ed.), Bocconi University Press - BUP, chap. 5, pp. 73-104, 2024

Concluding Considerations and Managerial Implications

ACCONCIAMESSA, E., B. BUSACCA, G. BRANCA, S. CASTALDO, A. CIACCI, A. MANTOVANI, L. PENCO, G. TESTA, "Concluding Considerations and Managerial Implications" in Customer Loyalty. Theory, Measurement, and Management., S. Castaldo (Ed.), Bocconi University Press - BUP, chap. 7, pp. 151-162, 2024

Loyalty Management and Measurement According to TCC: A Data-driven Approach

BRANCA, G., A. CIACCI, D. KATRIS, Y. RUBASHKINA, "Loyalty Management and Measurement According to TCC: A Data-driven Approach" in Customer Loyalty. Theory, Measurement, and Management., S. Castaldo (Ed.), Bocconi University Press - BUP, chap. 8, pp. 163-172, 2024

L'impatto del COVID-19 sull'orientamento dei consumatori verso comportamenti a favore della transizione ecologica

D'ARCO, M., G. BRANCA, V. MARINO, R. RESCINITI, "L'impatto del COVID-19 sull'orientamento dei consumatori verso comportamenti a favore della transizione ecologica" in GreenIT. Economia circolare, consumo sostenibile e valore del made in Italy. III Rapporto del Centro di Ricerca sul Made in Italy dell'Università degli Studi Internazionali di Roma., G. Mainolfi (Ed.), Giappichelli Editore, chap. 5, pp. 77-99, 2023

Research Monographs

Virtual Reality, Real Intentions: Consumers' Evaluation of Product Packaging in Immersive Environments

BRANCA, G. - "Virtual Reality, Real Intentions: Consumers' Evaluation of Product Packaging in Immersive Environments" - 2025, Springer Cham, Switzerland