

Beatrice Medici

Fellow



Knowledge Group: Marketing

Research Domains: Brand & Communication

Teaching Domains: Social Media Communication, Digital Communication,
Digital Marketing, Marketing Management, Event Marketing

beatrice.medici@unibocconi.it

Proceedings/Presentations

Professional Sport Responsibility and Sustainability: Empirical Study on Football Clubs

TRINCHERO, E., B. MEDICI, "Professional Sport Responsibility and Sustainability: Empirical Study on Football Clubs" in IRSPM 2025: Civic engagement and social capital in contemporary public administration: facing the challenges of social equity and environmental sustainability, April 7-9, 2025, Bologna, Italy

The Impact of Sustainable Commuting and AI Augmentation on Organizational Trust: Insights from a Mixed-Methods Study

CIRRINCIONE, A., F. SORBINO, B. MEDICI, "The Impact of Sustainable Commuting and AI Augmentation on Organizational Trust: Insights from a Mixed-Methods Study" in 13th FINT Conference 2025 - Trust Within and Between Organizations, June 18-21, 2025, Genova, Italy

Do football fans prioritise sustainability when thinking about their beloved team?

MEDICI, B., E. TRINCHERO, "Do football fans prioritise sustainability when thinking about their beloved team?" in IRSPM 2024: Hybrid futures for public governance and management, April 15-18, 2024, Tampere, Finland

A superhero in your pocket: the phenomenon of super apps from a technocultural perspective

BORGHINI, S., L., I. M. COLM, L. R. Y. PAN, B. MEDICI, "A superhero in your pocket: the phenomenon of super apps from a technocultural perspective" in XXI SIM Conference: Brands and Purpose in a changing era, October 17-19, 2024, Milano, Italy

Strategie di marketing communication per e-bike premium made in Italy: Italmoto e le sfide della mobilità alternativa

BORGHINI, S., L., I. M. COLM, B. MEDICI, "Strategie di marketing communication per e-bike premium made in Italy: Italmoto e le sfide della mobilità alternativa" in XXI SIM Conference: Brands and Purpose in a changing era, October 17-19, 2024, Milano, Italy

Healthcare by looking through patient eyes: a qualitative research approach

PALVARINI, A., B. MEDICI, E. BORGONOV, "Healthcare by looking through patient eyes: a qualitative research approach" in IRSPM 2024: Hybrid futures for public governance and management, April 15-18, 2024, Tampere, Finland

On- and off-the-pitch in the Italian football ecosystem: the relation between sports performance and sustainability

MEDICI, B., E. TRINCHERO, "On- and off-the-pitch in the Italian football ecosystem: the relation between sports performance and sustainability" in IRSPM Conference 2023 - April 3-5, 2023, Budapest, Hungary

Other

The invisible power of technology in luxury - Il potere invisibile della tecnologia nel lusso

VERONESI, V., L. , I. M. COLM, B. MEDICI, S. GALLO, "The invisible power of technology in luxury - Il potere invisibile della tecnologia nel lusso", SDA Bocconi Insight, 10 November 2025

Articles in Scholarly Journals

Da modelli del passato a traiettorie future. Le pratiche di mobilità della Generazione Z - From Historical Patterns to Future Trajectories. Tracing the Evolution of Gen Z's Mobility Practices

BORGHINI, S., L. , I. M. COLM, B. MEDICI, "Da modelli del passato a traiettorie future. Le pratiche di mobilità della Generazione Z - From Historical Patterns to Future Trajectories. Tracing the Evolution of Gen Z's Mobility Practices", Economia & Management, 2025, no. 4, pp. 8-16

La mobilità urbana nella prospettiva della Generazione Z

BORGHINI, S., A. CIRRINCIONE, L. , I. M. COLM, A. GAUR, B. MEDICI, F. SORBINO, "La mobilità urbana nella prospettiva della Generazione Z", Economia & Management, 2024, no. 2, pp. 87-96

La mobilità della Generazione Z negli ambienti urbani: insights dal programma di ricerca 2023-24 di Mobius Lab

ZERBINI, F., F. SORBINO, B. MEDICI, "La mobilità della Generazione Z negli ambienti urbani: insights dal programma di ricerca 2023-24 di Mobius Lab", Management delle Utilities e delle Infrastrutture, 2024, vol. 22, no. 2, pp. 60-66