

Gaia Rubera

DIGITAL MARKETING

ARTICLES IN SCHOLARLY JOURNALS

CILLO P., RUBERA G.

Generative AI in innovation and marketing processes: A roadmap of research opportunities

Journal of the Academy of Marketing Science, 2024

GIAMAZZI F., IGLHAUT F., LEMOLI G., RUBERA G.

Terrorist Attacks, Cultural Incidents, and the Vote for Radical Parties: Analyzing Text from Twitter

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Measuring Competition for Attention in Social Media: National Women's Soccer League Players on Twitter

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NAKATA C., RUBERA G., IM S., PAE J. H., LEE H. J., ONZO N., PARK H.

New Product Creativity Antecedents and Consequences: Evidence from South Korea, Japan, and China

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CONTRIBUTION TO CHAPTERS, BOOKS OR RESEARCH MONOGRAPHS

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EDITORIALS IN JOURNAL

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2024, International Journal of Research in Marketing

OTHER

CILLO P., RUBERA G.

Startup, rivoluzione nell'investimento

2024, Fortune Italia, Italy

PROCEEDINGS/PRESENTATIONS

CAPRARA M., RUBERA G.

Innovating for women? The relationship between female influence on the top management team and innovation's focus

XXI SIM Conference: Brands and Purpose in a changing era, October 17-19 2024, Milano, Italy

BOLOGNI F., RUBERA G., SCHOENMUELLER V.

Removing influencers from social media platforms: how do consumers fill the attention void? The case of Donald Trump's deplatforming

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The Role of National Innovations Systems in the Firm Innovativeness-Performance Relationship

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RUBERA G., GRIFFITH D. A., YALCINKAYA G.

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WORKING PAPERS

GIAMAZZI F., IGLHAUT F., LEMOLI G., RUBERA G.

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