

Gaia Rubera

DIGITAL MARKETING

ARTICLES IN SCHOLARLY JOURNALS

GIAVAZZI F., IGLHAUT F., LEMOLI G., RUBERA G.

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

American Journal of Political Science, 2023

CILLO P., GROSSETTI F., RUBERA G.

Quando le immagini diventano un serbatoio di dati per le aziende

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

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

Journal of Product Innovation Management, 2018, vol.35, no. 6, pp.939-959

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PRACTICE-ORIENTED BOOKS

RUBERA G., GROSSETTI F.

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PROCEEDINGS/PRESENTATIONS

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Product Innovation Management Annual Global Conference - October, 2012, Orlando, FL, United States of America

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The Moderating Effects of National Innovation Systems on the Firm Innovativeness-Performance Relationship

AMA Winter Conference - February 17-19, 2012, St. Petersburg, FL, United States of America

ORDANINI A., RUBERA G., PARASURAMAN A.

The Effects of Creativity on Intention-To-Buy a New Service: A Configurational Analysis

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

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Technological and Design Innovation Effects in Regional New Product Rollouts: A European Illustration

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WORKING PAPERS

GIAVAZZI 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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