

Beatrice Medici

BRAND & COMMUNICATION

ARTICLES IN SCHOLARLY JOURNALS

BORGHINI S., CIRRINCIONE A., COLM L., GAUR A., MEDICI B., SORBINO F.

La mobilità urbana nella prospettiva della Generazione Z

Economia & Management, 2024, no. 2, pp.87-96

ZERBINI F., SORBINO F., MEDICI B.

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

PROCEEDINGS/PRESENTATIONS

TRINCHERO E., MEDICI B.

Professional Sport Responsibility and Sustainability: Empirical Study on Football Clubs

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

BORGHINI S., COLM L., PAN L. R. Y., MEDICI B.

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

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

BORGHINI S., COLM L., MEDICI B.

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

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

MEDICI B., TRINCHERO E.

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

IRSPM 2024: Hybrid futures for public governance and management, April 15-18, 2024, Tampere, Finland

PALVARINI A., MEDICI B., BORGONOV E.

Healthcare by looking through patient eyes: a qualitative research approach

IRSPM 2024: Hybrid futures for public governance and management, April 15-18, 2024, Tampere, Finland

MEDICI B., TRINCHERO E.

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

IRSPM Conference 2023 - April 3-5, 2023, Budapest, Hungary

