

Generoso Branca

MARKETING MANAGEMENT

ARTICLES IN SCHOLARLY JOURNALS

BRANCA G., D'ARCO M., RESCINITI R.

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

Micro & Macro Marketing, 2023, no. 1, pp.95-119

BRANCA G., RESCINITI R., LOUREIRO S. M. C.

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

Psychology & Marketing, 2023, vol.40, no. 3, pp.596-609

D'ARCO M., BRANCA G., MARINO V., RESCINITI R.

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

CONTRIBUTION TO CHAPTERS, BOOKS OR RESEARCH MONOGRAPHS

D'ARCO M., BRANCA G., MARINO V., RESCINITI R.

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 (Eds), Giappichelli Editore, chap. 5, pp.77-99, 2023

PROCEEDINGS/PRESENTATIONS

BRANCA G., MARINO V., RESCINITI R.

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

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

BRANCA G., LOUREIRO S. M. C., RESCINITI R.

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

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

SMALDONE F., BRANCA G., MARINO V., RESCINITI R.

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D'ARCO M., BRANCA G., LO PRESTI L., MAINOLFI G., MAGGIORE G., MARINO V., RESCINITI R.

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

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

BRANCA G.

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

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

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

Proceedings of XVII SIM Conference "Marketing for a better society". October 29-30 2020, LIUC University, Varese, Italy

RESCINITI R., BRANCA G.

How Artificial Intelligence impacts on Customer Experience: a first overview

Proceedings of XVI SIM Conference "Marketing 4.0: the multi-channel challenges". October 24-25, 2019, University of the Sacred Heart, Piacenza, Italy
