

Stefania Borghini

MARKETING MANAGEMENT

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

BORGHINI S., SHERRY J. F., JOY A.

Attachment to and Detachment from Favorite Stores: An Affordance Theory Perspective

Journal of Consumer Research, 2021, vol.47, no. 6, pp.890-913

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Il ruolo del consumo nel processo di trasformazione del sé: quando il marketing deve offrire un contributo

Economia Aziendale Online, 2019, vol.10, no. 3, pp.525-535

CORCIOLANI M., BORGHINI S., SCARPI D.

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BORGHINI S., GOLFETTO F., RINALLO D.

Using anthropological methods to study industrial marketing and purchasing: an exploration of professional trade shows

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MAURI C., BORGHINI S., FIORDALISI E., CAVAZZANA E.

I bambini e le marche. "Per vincere, emozionarsi, lievitare nell'aria perché hanno un'anima"

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VISCONTI L. M., SHERRY J. F., BORGHINI S., ANDERSON L.

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Why Are Themed Brandstores So Powerful? Retail Brand Ideology at American Girl Place

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American Girl and the Brand Gestalt: Closing the Loop on Sociocultural Branding Research

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Industrial Marketing Management, 2007, vol.36, no. 7, pp.844-848

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Journal of Knowledge Management, 2005, vol.9, no. 4, pp.19-33

EDITED BOOKS

BORGHINI S., MCGRATH M. A., OTNES C. C. (EDS.)

European advances in consumer research. Vol. 8

The Association for Consumer Research, United States of America, 2008

CONTRIBUTION TO CHAPTERS, BOOKS OR RESEARCH MONOGRAPHS

PRENESTINI S., BORGHINI S., CARÙ A.

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Allomother as Image and Essence: Animating the American Girl Brand in *Explorations in Consumer Culture Theory*

John F. Sherry, Eileen Fischer (Eds),Routledge, Taylor and Francis Group, pp.137-149, 2009

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BORGHINI S.

Big, thick, small... are data what really matters?

2019, Mercati e Competitività, Italy

PROCEEDINGS/PRESENTATIONS

BORGHINI S., PRESTINI S., ZANETTE M. C.

Mothers or beauty-queens: girls in the Magiki world and gender stereotypes

Consumer Culture Theory Conference, July 6-9, 2016, Lille, France

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Mothers or beauty-queens: girls in the Magiki world and gender stereotypes

SIM Conference, October 22-23, 2015, Torino, Italy

ASKEGAARD S., ATIK D., BORGHINI S.

Fashion Market Encounters: Towards a Theory of Institutionalized Seduction

Consumer Culture Theory Conference, June 26-29, 2014, Helsinki, Finland

ASKEGAARD S., ATIK D., BORGHINI S.

Fashion Market Encounters: Towards a Theory of Institutionalized Seduction

European Conference of the Association of Consumer Research, July 4 -7 2013, Barcelona, Spain

ZERBINI F., BORGHINI S.

Supplier Know-How Transfer Capacity in The Vendor Selection Process

42th Emac Conference, June 4-7, 2013, Istanbul, Turkey

ZERBINI F., BORGHINI S.

Understanding the effects of supplier know-how transfer capacity during supplier selection”,

28th Industrial Marketing & Purchasing Conference, September, 2012, Roma, Italy

BORGHINI S., MAURI C.

Doing research with children: ethical and methodological issues

6th Workshop on Interpretive Consumer Research - May 6-7, 2011, Odense, Denmark

BORGHINI S., DIAMOND N., KOZINETS R., MCGRATH M., MUÑIZ JR A., SHERRY JR J.

Why are themed brandstores so powerful? Retail brand ideology at american girl place

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ZERBINI F., BORGHINI S.

Gaining customers making gifts to rivals: understanding how signals of value potential affect supplier's performance

32nd INFORMS Marketing Science Conference - 16-19 June, 2010, Kohln, Germany

BORGHINI S., SHERRY J. F., JOY A.

Ordinary spaces and sense of place

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ZERBINI F., BORGHINI S., GOLFETTO F.

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26th Industrial Marketing & Purchasing Conference, September 1-5 2010, Budapest, Hungary

VISCONTI L. M., SHERRY J. F., BORGHINI S., ANDERSON L.

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VISCONTI L. M., SHERRY J. F., BORGHINI S., ANDERSON L.

“Putting “Public” Back into Public Place

Consumer Culture Theory Conference, Wisconsin School of Business, June 10 - 13 2010, Madison, WI, United States of America

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MAURI C., BORGHINI S.

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5th workshop on Interpretive Consumer Research, April 2-3 2009, Milano, Italy

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ESF Exploratory Workshop on Exploring Symbolic Value Creation in Organizations, September 2007, Milano, Italy

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Consumer Culture Theory Conference, May, 2007, Toronto, Canada

BORGHINI S., BAMOSSY G., RINALLO D.

From Prayer Instrument to fashion Accessory: Exploring the Meanings of Rosary in Today's Consumer Culture

4th Workshop on Interpretive Consumer Research, April, 2007, Marseille, France

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The influence of occupational communities on buying behaviour

23rd Industrial Marketing & Purchasing Conference, August, 2007, Manchester, Great Britain

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BORGHINI S., COVA B.

Living with brands in an industrial context

22nd Industrial Marketing & Purchasing Conference, September, 2006, Milano, Italy

BORGHINI S., JOY A.

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“Same Place Next Year...” A Deep Replay and Understanding of Ongoing Search of Industrial Buyers

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BORGHINI S., GOLFETTO F., RINALLO D.

Using anthropological methods to study industrial marketing and purchasing: An exploration of professional trade shows

RESEARCH NOTES OR SHORT ARTICLES IN JOURNALS

OSTILLIO M. C., BORGHINI S., CARÙ A., TRINCA COLONEL R., CUOMO S., GUERINI C.

Over 45: Mai state così bene! L'età della consapevolezza

2013, Economia & Management, Italy
