

# Anna Omarini

## RETAIL BANKING

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### ARTICLES IN SCHOLARLY JOURNALS

OMARINI A.

**Sfide e soluzioni per il settore bancario**

Economia & Management, 2021, no. 2, pp.30-34

OMARINI A.

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**Banks and Fintechs: How to Develop a Digital Open Banking Approach for the Bank's Future**

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**Fintech and the Future of the Payment Landscape: The Mobile Wallet Ecosystem - A Challenge for Retail Banks?**

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**The Retail Bank of Tomorrow: A Platform for Interactions and Financial Services. Conceptual and Managerial Challenges**

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**Modelli di business, strategie e gestione delle banche**

Bancaria, 2013, vol.4, no. 4, pp.66-76

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**Il business retail delle banche: sfide e opportunità da cogliere**

Bancaria, 2012, no. 7-8, pp.64-74

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## RESEARCH MONOGRAPHS

OMARINI A.

**Private Banking and Wealth management. Customer Segmentation a Way for Selecting, Getting & Keeping Customers**

VDM Verlag Dr. Müller, Germany, 2010

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## EDITED BOOKS

BARAVELLI M., ALIOTO S., D'ALTERIO R., OMARINI A. (EDS.)

**Le strategie competitive nel retail banking. Segmentazione della clientela, modelli organizzativi e politiche commerciali**

Bancaria Editrice, Roma, Italy, 2006

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## TEXTBOOKS

OMARINI A.

**Banks and Banking: Digital Transformation and the Hype of Fintech. Business impacts, new frameworks and managerial implication**

McGraw-Hill Education, Italy, 2019

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## CONTRIBUTION TO CHAPTERS, BOOKS OR RESEARCH MONOGRAPHS

OMARINI A.

**Banche e FinTech: come disegnare una signature customer experience** in *Contactless signature experience: il futuro della relazione con il cliente tra fisico e virtuale*

S. Saviolo(Ed), Egea, chap. 8, pp.147-167, 2021

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G. Bracchi, D. Masciandaro(Ed), Bancaria Editrice, pp.159-174, 2014

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