
FELLOW

Marketing Management

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Biography

SDA Fellow

Business Administration Degree, Economics School of the University Federico II of Naples, 1985
Phd in Business Administration, Economics School of the University Ca' Foscari of Venice, 1992

Professor of Digital Marketing at the Political, Social and Communication Studies Department of the La Sapienza University of Rome

Research Interests: Brand Management, Competitive Intelligence, Luxury Markets, Automotive Markets, Fine Food & Beverage and Made in Italy Markets, Entrepreneurship and Project Management

PROCEEDINGS/PRESENTATIONS

PITARDI V., REA A.

Drivers of Consumer Brand Engagement in Social Media Sites

12th Annual International Conference on Communication and Mass Media, 2014

CIRRINCIONE A., DE SANCTIS R., PITARDI V., REA A.

The perceptions of millennials in the italian wine purchase experience: an application of the Zaltman metaphor elicitation technique

International Conference on Innovation & Trends in Wine Management, 22 June, 2012, Dijon, France

D'ANTONE S., REA A., SPENCER R.

Rethinking an approach to b2b and b2c branding: a review of the literature, conclusions and future research directions

28th IMP Conference - Combining the social and technological aspects of innovation: relationships and networks 2012

REA A.

Territorio e vino: sulle tracce di un legame mediterraneo

8° Giornata di Studio sul Consumo e sul Marketing Mediterraneo 2011
