

# Andrea Rea

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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

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## 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*

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