

# Generoso Branca

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FELLOW

**Marketing Management**

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## ARTICLES IN SCHOLARLY JOURNALS

BRANCA G., CIACCI A., KATRIS D., RUBASHKINA Y.

**Il modello TCC: trasformare i dati in vantaggio competitivo**

Economia & Management, 2025, no. 1, pp.42-45

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

**Influencer Activism: Insights for Effective Partnership With Brands and Organizations**

Psychology & Marketing, 2025, vol.42, no. 3, pp.741-766

CIACCI A., MANTOVANI A., BRANCA G.

**L'analisi del concetto di loyalty: relazione con il brand a quattro dimensioni**

Economia & Management, 2025, no. 1, pp.22-31

BRANCA G., GROSSO M., CASTALDO S.

**Value through diversity: A systematic literature review to understand diversity and inclusion in consumer research**

Psychology & Marketing, 2024, vol.41, no. 11, pp.2854-2873

BRANCA G., MARINO V., RESCINITI R.

**How do consumers evaluate products in virtual reality? A literature review for a research agenda**

Spanish Journal of Marketing - ESIC, 2024, vol.28, no. 3, pp.356-380

BRANCA G., RESCINITI R., BABIN B. J.

**Sustainable packaging design and the consumer perspective: a systematic literature review**

Italian Journal of Marketing, 2024, vol.2024, no. 1, pp.77-111

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

**Flatmates: the first Italian influencer marketing agency founded and managed by content creators**

Micro & Macro Marketing, 2024, no. 3, pp.639-658

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

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## CONTRIBUTION TO CHAPTERS, BOOKS OR RESEARCH MONOGRAPHS

BRANCA G., CIACCI A.

**An Analysis of Previous Review on Loyalty: Conceptualizations, Measurements, and Implications** in *Customer Loyalty. Theory, Measurement, and Management*

S. Castaldo (Eds), Bocconi University Press – BUP, chap. 4, pp.59-72, 2024

CIACCI A., MANTOVANI A., BRANCA G.

**Conceptualizations, Dimensions, and Measurements of Loyalty: A Systematic Review** in *Customer Loyalty. Theory, Measurement, and Management*

S. Castaldo (Eds), Bocconi University Press – BUP, chap. 5, pp.73-104, 2024

ACCONCIAMESSA E., BUSACCA B., BRANCA G., CASTALDO S., CIACCI A., MANTOVANI A., PENCO L., TESTA G.

**Concluding Considerations and Managerial Implications** in *Customer Loyalty. Theory, Measurement, and Management*

S. Castaldo (Eds), Bocconi University Press – BUP, chap. 7, pp.151-162, 2024

BRANCA G., CIACCI A., KATRIS D., RUBASHKINA Y.

**Loyalty Management and Measurement According to TCC: A Data-driven Approach** in *Customer Loyalty. Theory, Measurement, and Management*

S. Castaldo (Eds), Bocconi University Press – BUP, chap. 8, pp.163-172, 2024

CIACCI A., MANTOVANI A., BRANCA G.

**Concettualizzazioni, dimensioni e misurazioni della loyalty: una systematic literature review** in *La Fedeltà del Cliente. Teoria, Misurazione e Gestione*

S. Castaldo (Eds), Egea, chap. 5, 2024

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BRANCA G., CIACCI A., KATRIS D., RUBASHKINA Y.

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BRANCA G., CIACCI A.

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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

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## OTHER

BRANCA G.

**Measuring customer loyalty: Bridging the gap between theory and practice - Misurazione della customer loyalty: un ponte tra teoria e pratica**

2025, SDA Bocconi Insight, Milano, Italy

BRANCA G.

**Oltre la realtà fisica. Packaging e prodotto nella Virtual Reality**

2024, Economia & Management Plus, Milano, Italy

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## PROCEEDINGS/PRESENTATIONS

BRANCA G., GROSSO M., CASTALDO S.

**Embracing the multifaceted dimensions of diversity: how marketing and businesses can shape a more inclusive future**

*XXI SIM Conference: Brands and Purpose in a changing era, October 17-19 2024, Milano, Italy*

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

**Enhancing prosocial behavior through influencer marketing. The role of partnership congruity and consumers' prosocial identity**

*XXI SIM Conference: Brands and Purpose in a changing era, October 17-19 2024, Milano, Italy*

BRANCA G., NASCIMENTO J., LOUREIRO S. M. C.

**Sustainability cues in fashion: practitioners' and consumers' perspectives**

*2024 Global Fashion Management Conference, July 11-13 2024, Milano, Italy*

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

**Virtual Reality in Healthcare: An in-depth examination of applications, challenges, and future research pathways**

*SIM Conference 2023: Marketing per il benessere, la salute e la cura - October 20-21 2023, Firenze, Italy*

CAMMAROTA A., BRANCA G., MARINO V., RESCINITI R.

**Generation Z's reactions to brand activism: the role of self-identity and familiarity**

*Rediscovering local roots and interactions in management, Sinergie-SIMA Management Conference - June 29-30 2023, Bari, Italy*

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.

**Love is a two-sided why: exploring Valentine's Day's ritual purchases and consumption behaviors via comparative big data analysis and strategic forecasting**

*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*

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*

BRANCA G.

### **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*

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