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ARTICLES IN SCHOLARLY JOURNALS

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., 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?

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CONTRIBUTION TO CHAPTERS, BOOKS OR RESEARCH MONOGRAPHS

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

PROCEEDINGS/PRESENTATIONS

BRANCA G., MARINO V., RESCINITI R.

Exploring purchase intention in Virtual Reality: evidence from a comparative experimental analysis

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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

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D'ARCO M., BRANCA G., LO PRESTI L., MAINOLFI G., MAGGIORE G., MARINO V., RESCINITI R.

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A comparative study of the factors influencing sustainable consumption intention in two generational cohorts.

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BRANCA G.

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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

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