
FELLOW

Channel & Retail

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Biography

SDA Lecturer

Degree in Business Administration, Bocconi University, Milan, Italy, 1997

Ph.D. in Business Administration and Management, Bocconi University, Milan, 2004

Assistant Professor, Department of Marketing, Bocconi University, Milan

Research Interests: Retail Marketing, Shopping Behavior, Retail innovation, Channel Management, Corporate Social Responsibility, Marketing territoriale

ARTICLES IN SCHOLARLY JOURNALS

PREMAZZI K., CASTALDO S., GROSSO M., RAMAN P., BRUDVIG S., HOFACKER C. F.

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