

Lucia Paladino

FELLOW

Competitive Strategy

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Biography

SDA Fellow

MSc of International Management, Bocconi University, Milan, Italy, 2009

Bachelor in Business Administration, University of Genova, Italy, 2007

Research Interests: Strategic management in fashion companies, Internationalization and diversification strategies in fashion companies, Branding strategies in fashion and luxury companies, Digital media and fashion companies

ARTICLES IN SCHOLARLY JOURNALS

CORBELLINI E. P., CERINI L., PALADINO L.

L'evoluzione del ruolo di venditori e manager nel fashion retail

Economia & Management, 2024, no. 4, pp.91-98

RESEARCH NOTES OR SHORT ARTICLES IN JOURNALS

CORBELLINI E. P., PALADINO L.

The Value of Made in Italy Fashion Production in the Time of Covid-19

2020, Economia & Management Plus, Milano, Italy
