SDA Bocconi
SCHOOL OF MANAGEMENT

# Gaia Rubera

DIGITAL MARKETING

## ARTICOLI SU RIVISTA SCIENTIFICA

GIAVAZZI F., IGLHAUT F., LEMOLI G., RUBERA G.
**Terrorist Attacks, Cultural Incidents, and the Vote for Radical Parties: Analyzing Text from Twitter**
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## CONTRIBUTI IN VOLUME, CAPITOLI O SAGGI SCIENTIFICI

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RUBERA G., CHANDRASEKARAN D., ORDANINI A.
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*Product Innovation Management Annual Global Conference - October, 2012, Orlando, FL, Stati Uniti d'America*

KIRCA A. H., RUBERA G.
**The Moderating Effects of National Innovation Systems on the Firm Innovativeness-Performance Relationship**
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*AMA Global Marketing Special Interest Group Conference - January 13-16, 2011, Cancun, Messico*

# WORKING PAPERS

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2020, National Bureau of Economic Research, Working Paper 26825

MASCIANDARO D., RUBERA G., ROMELLI D.
**Does It Fit? Tweeting on Monetary Policy and Central Bank Communication**
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