

Chiara Piancatelli

DIGITAL MARKETING

ARTICOLI SU RIVISTA SCIENTIFICA

PIANCATELLI C., PRANDELLI E.

Il potere dell'IA generativa nel settore del Fashion & Luxury

Harvard Business Review Italia, Giugno, 2024

MASSI M., PIANCATELLI C., VOCINO A., ROJAS-MÉNDEZ J. I.

Making it real on social media: exploring authenticity strategies for sport and fitness influencers

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Psychology & Marketing, 2023, vol.40, no. 7, pp.1280-1298

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Harvard Business Review Italia, Ottobre, 2022

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PIANCATELLI C., SOSCIA I.

Le ricerche per la definizione e il controllo della comunicazione di massa in *Ricerche di Marketing. Metodologie e tecniche per le decisioni strategiche e operative di marketing - II Ed.*

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Jon Mulholland, Alessandra Ricci, Marta Massi (a cura di), Edward Elgar Publishing, chap. 9, pp.136-155, 2022

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Marta Massi, Marilena Vecco, Yi Lin (a cura di), Routledge, chap. 2, pp.13-31, 2021

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Carmela De Gennaro, Roberto De Leonardis, Giuseppe Mongelli (a cura di), Aracne Editrice, pp.267-286, 2019

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ALTRO

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MANDELLI A., SALVIOTTI G., PIANCATELLI C., ABBATEMARCO N.

Vibram: Customer Centricity at the Core of Digital Transformation and New Business Model

PROCEEDINGS/PRESENTATIONS

MASSI M., PIANCATELLI C., PELLICELLI A. C.

From Direct-To-Consumer (D2C) to Direct-To-Metahuman (D2M): an Experimental Study on the Metaverse

2023 Global Marketing Conference, 20-22 July, 2023, Seoul, Corea del Sud

PIANCATELLI C., MASSI M., CILLO P.

Empowering Consumers Through Blockchain: NFTs as a Means to Institutionalize Consumer Roles in The Metaverse

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Authentic Omnichannel: Providing Consumers with a Seamless Brand Experience through Authenticity

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