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MARKETING MANAGEMENT

ARTICOLI SU RIVISTA SCIENTIFICA

MONTAGUTI E., VALENTINI S., VECCHIONI F.

Content That Engages Your Customers: The Role of Brand Congruity and Promotions in Social Media

Journal of Interactive Marketing, 2023, vol.58, no. 1, pp.16-33

VALENTINI S., ORSINGHER C., POLYAKOVA A.

Customers' emotions in service failure and recovery: a meta-analysis

Marketing Letters, 2020, vol.31, no. 2-3, pp.199-216

VALENTINI S., NESLIN S. A., MONTAGUTI E.

Identifying omnichannel deal prone segments, their antecedents, and their consequences

Journal of Retailing, 2020, vol.96, no. 3, pp.310-327

MONTAGUTI E., VALENTINI S.

Brand e social media: alla ricerca degli strumenti più efficaci nella caccia all'engagement

Harvard Business Review Italia, 2017, no. 9, pp.102-109

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Can Marketing Campaigns Induce Multichannel Buying and More Profitable Customers? A Field Experiment

Marketing Science, 2016, vol.35, no. 2, pp.201-217

VALENTINI S., MONTAGUTI E., NESLIN S. A.

Decision Process Evolution in Customer Channel Choice

Journal of Marketing, 2011, vol.75, no. 6, pp.72-86

ORSINGHER C., MARZOCCHI G. L., VALENTINI S.

Consumer (goal) satisfaction: A means-ends chain approach

Psychology & Marketing, 2011, vol.28, no. 7, pp.730-748

ORSINGHER C., VALENTINI S., DE ANGELIS M.

A meta-analysis of satisfaction with complaint handling in services

Journal of the Academy of Marketing Science, 2010, vol.38, no. 2, pp.169-186

MONOGRAFIE O TRATTATI SCIENTIFICI

VALENTINI S.

Il marketing omnicanale: l'integrazione dei canali come strategia di marketing

Bononia University Press, Italia, 2017

VALENTINI S.

Segmentazione e motivazioni della customer base: un'applicazione al settore alberghiero

Societa' Editrice Esculapio, Bologna, Italia, 2008

CONTRIBUTI IN VOLUME, CAPITOLI O SAGGI SCIENTIFICI

VALENTINI S., MONTAGUTI E., NESLIN S. A.

Decision process evolution in customer channel choice in *From Little's Law to Marketing Science. Essays in Honor of John D.C. Little*

John R. Hauser, Glen L. Urban (a cura di), The MIT Press, pp.285-316, 2016

PROCEEDINGS/PRESENTATIONS

FREITAS C., MONTAGUTI E., VALENTINI S.

The Role of Marketing Activities and Searching Behavior Driving New Users Toward Acquisition

EMAC Annual Conference, May 24-27, 2022, Budapest, Ungheria

D'ASSERGIO C., MANCHANDA P., MONTAGUTI E., VALENTINI S.

How Do Firms Ask for Consumers' Data Permission? The Value of Companies Data Practices

EMAC Annual Conference, May 25-28, 2021, Madrid, Spagna

FREITAS C., KONUS U., VALENTINI S.

What Drives Channel Choice in Multichannel Customer Journeys: A Meta-Analysis

EMAC Annual Conference, May 25-28, 2021, Madrid, Spagna

D'ASSERGIO C., MANCHANDA P., MONTAGUTI E., VALENTINI S.

The Race for Data: Who Gained from Re-permission E-mails in the Enforcement of GDPR

NYU-Temple-CMU 2020 AIML Conference on Artificial Intelligence, Machine Learning, and Business Analytics, December 10-11, 2020, (online)

D'ASSERGIO C., MONTAGUTI E., VALENTINI S.

How do firms ask for consumers' data permission? And how do customers react

EMAC Annual Conference, May 28-31, 2019, Hamburg, Germania

D'ASSERGIO C., MONTAGUTI E., VALENTINI S.

How do firms ask for consumers' data permission? And how do customers react

Marketing Science Conference, 20-22 June, 2019, Roma, Italia

MONTAGUTI E., VALENTINI S., VECCHIONI F.

Exploring the Acquisition Funnel: The Role of Marketing Activities and Searching Behavior in Driving New Users Toward Acquisition

EMAC Annual Conference, 29 May-1 June, 2018, Glasgow, Gran Bretagna

MONTAGUTI E., VALENTINI S., ZAMMIT A.

Gamification: A Way to Increase Customer Base Value?

EMAC Annual Conference, 29 May-1 June, 2018, Glasgow, Gran Bretagna

MONTAGUTI E., NESLIN S. A., VALENTINI S.

The Omnichannel Deal Prone Consumer

Marketing Science Conference, , June 13-16, 2018, Philadelphia, PA, Stati Uniti d'America

MONTAGUTI E., VALENTINI S., VECCHIONI F.

How Can Companies Get Their Social Media Campaigns Rebroadcast: The Role Of Fit Between Online Contents And Corporate Fan Pages

Marketing Science Conference, 7-10 June, 2017, Los Angeles, CA, Stati Uniti d'America

MONTAGUTI E., NESLIN S. A., VALENTINI S.

The Deal Prone Consumer in a Omnichannel Marketplace

EMAC Annual Conference, May 23-26, 2017, Groningen, Paesi Bassi

MONTAGUTI E., VALENTINI S.

The 'Right' Variation of Fit between Online Contents and Brand Fan Pages

EMAC Annual Conference, May 23-26, 2017, Groningen, Paesi Bassi

MONTAGUTI E., VALENTINI S., VECCHIONI F.

Can companies generate engagement through their social media activity? A Field Experiment

SIM Conference, October 20-21, 2016, Cassino FR, Italia

ORSINGHER C., POLYAKOVA A., VALENTINI S.

Getting Emotional Twice: An Analysis of Patterns of Emotional States after failure and recovery

La Londe Service Management Conference, May 31-June 3 2016, La Londe les Maures, Francia

MONTAGUTI E., NESLIN S. A., VALENTINI S.

Is There a Multichannel Deal Prone Consumer?

SIM Conference, October 20-21, 2016, Cassino, FR, Italia

MONTAGUTI E., ROSSI F., VALENTINI S.

Consumer impatience and market structure: The case of online pizza delivery

Marketing Science Conference, June 17-20, 2015, Baltimore, MA, Stati Uniti d'America

MONTAGUTI E., VALENTINI S., VECCHIONI F.

The Role of the Fit between the Brand Fan Page and the Post in Determining Re - broadcasting Activity

EMAC Annual Conference, May 26-29, 2015, Leuven, Belgio

VALENTINI S., ORSINGHER C.

Redoubling emotions: An analysis of customers' emotional patterns following service failure and recovery

EMAC Annual Conference, June 4-7, 2013, Istanbul, Turchia
