

# Generoso Branca

## MARKETING MANAGEMENT

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### ARTICOLI SU RIVISTA SCIENTIFICA

BRANCA G., D'ARCO M., RESCINITI R.

**Pre-owned Suits Me! Exploring Generation Z's Purchase Behaviour towards Second-Hand Fashion**

Micro & Macro Marketing, 2023, no. 1, pp.95-119

BRANCA G., RESCINITI R., LOUREIRO S. M. C.

**Virtual is so real! Consumers' evaluation of product packaging in virtual reality**

Psychology & Marketing, 2023, vol.40, no. 3, pp.596-609

D'ARCO M., BRANCA G., MARINO V., RESCINITI R.

**Impact of Covid-19 on consumers' pro-environmental behaviour intentions. Does proximity to an event matter?**

Micro & Macro Marketing, 2022, no. 2, pp.167-197

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### CONTRIBUTI IN VOLUME, CAPITOLI O SAGGI SCIENTIFICI

D'ARCO M., BRANCA G., MARINO V., RESCINITI R.

**L'impatto del COVID-19 sull'orientamento dei consumatori verso comportamenti a favore della transizione ecologica** in *GreenIT. Economia circolare, consumo sostenibile e valore del made in Italy. III Rapporto del Centro di*

*Ricerca sul Made in Italy dell'Università degli Studi Internazionali di Roma*

G. Mainolfi (a cura di), Giappichelli Editore, chap. 5, pp.77-99, 2023

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### PROCEEDINGS/PRESENTATIONS

BRANCA G., MARINO V., RESCINITI R.

**Exploring purchase intention in Virtual Reality: evidence from a comparative experimental analysis**

*Proceedings of the 22nd International Marketing Trends Conference "Mastering the conversation. Dialoguing with customers and stakeholders to handle future marketing and societal challenges". January 19-21, 2023, Paris, Francia*

BRANCA G., LOUREIRO S. M. C., RESCINITI R.

**Are consumers actually willing to pay more for sustainable packaging? A choice-based conjoint analysis**

*Proceedings of the XIX SIM Conference "Next Generation Marketing. Place, People, Planet: cooperation & shared value for a new era of critical marketing". October 20-21, 2022, Salerno, Italia*

SMALDONE F., BRANCA G., MARINO V., RESCINITI R.

**Love is a two-sided why: exploring Valentine's Day's ritual purchases and consumption behaviors via comparative big data analysis and strategic forecasting**

*Proceedings of the XIX SIM Conference "Next Generation Marketing. Place, People, Planet: cooperation & shared value for a new era of critical marketing". October 20-21, 2022, Salerno, Italia*

D'ARCO M., BRANCA G., LO PRESTI L., MAINOLFI G., MAGGIORE G., MARINO V., RESCINITI R.

**Head or heart? A comparative study of the factors influencing sustainable consumption intention in two generational cohorts**

*A comparative study of the factors influencing sustainable consumption intention in two generational cohorts.*

*Proceedings of the XVIII SIM Conference "Digital transformation and marketing. Implications for business and society". October 14-15, 2021, University of Macerata, University of Urbino Carlo Bo, Marche Polytechnic University, Italia*

BRANCA G.

**The use of Virtual Reality in product research: a preliminary analysis of the literature**

*Proceedings of the XVIII SIM Conference "Digital transformation and marketing. Implications for business and society". October 14-15, 2021, University of Macerata, University of Urbino Carlo Bo, Marche Polytechnic University, Italia*

BRANCA G.

**Eco-friendly packaging and sustainability cues: first insights from literature**

*Proceedings of XVII SIM Conference "Marketing for a better society". October 29-30 2020, LIUC University, Varese, Italia*

RESCINITI R., BRANCA G.

**How Artificial Intelligence impacts on Customer Experience: a first overview**

*Proceedings of XVI SIM Conference "Marketing 4.0: the multi-channel challenges". October 24-25, 2019, University of the Sacred Heart, Piacenza, Italia*

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