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**Marketing Management**

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## ARTICOLI SU RIVISTA SCIENTIFICA

FOSSEN B. L., MALLAPRAGADA G., DE A.

**Impact of Political Television Advertisements on Viewers' Response to Subsequent Advertisements**

Marketing Science, 2021, vol.40, no. 2, pp.305-324

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## PROCEEDINGS/PRESENTATIONS

DE A., FOSSEN B. L.

**Brand-Influencer Collaborations and Change in Content Strategy**

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

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