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Brand & Communication

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Ambito di insegnamento

Social Media Communication

Digital Communication

Digital Marketing

Marketing Management

Event Marketing

ARTICOLI SU RIVISTA SCIENTIFICA

BORGHINI S., CIRRINCIONE A., COLM L., GAUR A., MEDICI B., SORBINO F.

La mobilità urbana nella prospettiva della Generazione Z

Economia & Management, 2024, no. 2, pp.87-96

ZERBINI F., SORBINO F., MEDICI B.

La mobilità della Generazione Z negli ambienti urbani: insights dal programma di ricerca 2023-24 di Mobius Lab

Management delle Utilities e delle Infrastrutture, 2024, vol.22, no. 2, pp.60-66

PROCEEDINGS/PRESENTATIONS

TRINCHERO E., MEDICI B.

Professional Sport Responsibility and Sustainability: Empirical Study on Football Clubs

IRSPM 2025: Civic engagement and social capital in contemporary public administration: facing the challenges of social equity and environmental sustainability, April 7-9, 2025, Bologna, Italia

BORGHINI S., COLM L., PAN L. R. Y., MEDICI B.

A superhero in your pocket: the phenomenon of super apps from a technocultural perspective

XXI SIM Conference: Brands and Purpose in a changing era, October 17-19 2024, Milano, Italia

BORGHINI S., COLM L., MEDICI B.

Strategie di marketing communication per e-bike premium made in Italy: Italmoto e le sfide della mobilità

alternativa

XXI SIM Conference: Brands and Purpose in a changing era, October 17-19 2024, Milano, Italia

MEDICI B., TRINCHERO E.

Do football fans prioritise sustainability when thinking about their beloved team?

IRSPM 2024: Hybrid futures for public governance and management, April 15-18, 2024, Tampere, Finlandia

PALVARINI A., MEDICI B., BORGONOV E.

Healthcare by looking through patient eyes: a qualitative research approach

IRSPM 2024: Hybrid futures for public governance and management, April 15-18, 2024, Tampere, Finlandia

MEDICI B., TRINCHERO E.

On- and off-the-pitch in the Italian football ecosystem: the relation between sports performance and sustainability

IRSPM Conference 2023 - April 3-5, 2023, Budapest, Ungheria
