



UNIVERSITÀ
DEGLI STUDI
DI BERGAMO

Dipartimento
di Scienze Aziendali,
Economiche e Metodi Quantitativi

TESI DI LAUREA - SESSIONE LUGLIO 2020

Giovedì 16 luglio 2020, ore 9.30 -2 - Modalità di discussione a distanza

	matricola	cognome candidato	nome candidato	titolo tesi	relatore	correlatore	corso di laurea magistrale in
1	1047944	ANGELINI	ROBERTA	Co-creating value for the C generation: the case of "Cantine Aperte"	CAVALLONE MAURO		INTERNATIONAL MANAGEMENT, ENTREPRENEURSHIP AND FINANCE (D.M. 270/04)
2	1062382	CEGLIA	BEATRICE	Brand portfolio strategies: the case of Professional by Fama	ANDREINI DANIELA		INTERNATIONAL MANAGEMENT, ENTREPRENEURSHIP AND FINANCE (D.M. 270/04)
3	1062507	DERINBAY	YAKUP UGUR	Product-market for category management practices: experimental analysis in a start-up	ANDREINI DANIELA		INTERNATIONAL MANAGEMENT, ENTREPRENEURSHIP AND FINANCE (D.M. 270/04)
4	1041075	FONTANELLA	NICOLE	Greenwashing and its influence on customer behaviour. An explorative analysis.	ANDREINI DANIELA		INTERNATIONAL MANAGEMENT, ENTREPRENEURSHIP AND FINANCE (D.M. 270/04)
5	1055528	HABIBU	MUFTAWU	The differences in consumer characteristics and how it affects online purchase of non branded products 8a case study of student online buyers at University of Bergamo Italy for developments studies Ghana)	CAVALLONE MAURO		INTERNATIONAL MANAGEMENT, ENTREPRENEURSHIP AND FINANCE (D.M. 270/04)
6	1033492	PACUCCI	DOMENICO	Social commerce influence on e-commerce metrics: the case of Dolly Noire	ANDREINI DANIELA		INTERNATIONAL MANAGEMENT, ENTREPRENEURSHIP AND FINANCE (D.M. 270/04)
7	1057403	PIZZAGALLI	ALICE	COVID-19 lockdown and its impact on Italian consumers: a content analysis of tweets about tourism	ANDREINI DANIELA	MANGIO' FEDERICO	INTERNATIONAL MANAGEMENT, ENTREPRENEURSHIP AND FINANCE (D.M. 270/04)
8	1056692	SCHIAVONI	LAURA	Voice and virtual assistants: an explorative study on brand personalities	ANDREINI DANIELA		INTERNATIONAL MANAGEMENT, ENTREPRENEURSHIP AND FINANCE (D.M. 270/04)

PRESIDENTE: Daniela Andreini - professore associato

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Mauro Cavallone-professore associato
Tommaso Lando-ricercatore
Sebastiano Vitali-ricercatore