

TESI DI LAUREA - SESSIONE OTTOBRE 2020
Mercoledì 28 ottobre 2020 - aula 10 - Modalità di discussione in presenza

	matricola	cognome candidato	nome candidato	titolo tesi	relatore	correlatore	corso di laurea magistrale in	orario convocazione
1	1048982	CAMPARI	CHIARA	E-stat: statistic application for primary and secondary school	BATTAGGION MARIA ROSA	OSTI SUSI	ECONOMICS AND DATA ANALYSIS	14.00
2	1039027	BAIONI	MARTA	Fashion Luxury: analysis of consumer behavior in the Omnichannel context	MAGNO FRANCESCA		INTERNATIONAL MANAGEMENT, ENTREPRENEURSHIP AND FINANCE (D.M. 270/04)	14.00
3	1020771	BORDONARO	LAURA	Corporate Social Responsibility: an empirical analysis of consumer behavior and brand perception in the fashion industry	MAGNO FRANCESCA		INTERNATIONAL MANAGEMENT, ENTREPRENEURSHIP AND FINANCE (D.M. 270/04)	14.00
4	1033526	BRESCIANI	STEFANO	Relationship between Social Media and Customer Loyalty	CAVALLONE MAURO		INTERNATIONAL MANAGEMENT, ENTREPRENEURSHIP AND FINANCE (D.M. 270/04)	14.00
5	1037755	CAPELLI	SARA	Real-time marketing and Newsjacking: a field research on the impact on customer engagement	CAVALLONE MAURO		INTERNATIONAL MANAGEMENT, ENTREPRENEURSHIP AND FINANCE (D.M. 270/04)	15.30
6	1038497	CEPPI	ALESSANDRO	Cultural Branding and Cross-Cultural Marketing Com	CAVALLONE MAURO		INTERNATIONAL MANAGEMENT, ENTREPRENEURSHIP AND FINANCE (D.M. 270/04)	15.30
7	1037774	CHIARI*	CAROLINA	The impact of Covid19: digitalization strategies of food sector	CAVALLONE MAURO		INTERNATIONAL MANAGEMENT, ENTREPRENEURSHIP AND FINANCE (D.M. 270/04)	15.30
8	1032609	OFFREDI	CHRISTIAN	ESports and influencer marketing: possible strategic-relational alternatives with Pro-Players	CAVALLONE MAURO		INTERNATIONAL MANAGEMENT, ENTREPRENEURSHIP AND FINANCE (D.M. 270/04)	15.30
9	1039067	ORSANI	FRANCESCA	Identità professionale, organizzativa e comunitaria nei medici in situazione di emergenza sanitaria	BERGAMASCHI MARA	LISSANA ELENA	MANAGEMENT, FINANZA E INTERNATIONAL BUSINESS	17.00
10	1037712	SCAUDO	CHRISTIAN	Tecniche di copertura a confronto	GIACOMETTI ROSELLA		MANAGEMENT, FINANZA E INTERNATIONAL BUSINESS	17.00
11	1039199	SUARDI	DANIELE	The personalization-privacy paradox: a study on customer experience and advertising	CAVALLONE MAURO		INTERNATIONAL MANAGEMENT, ENTREPRENEURSHIP AND FINANCE (D.M. 270/04)	17.00
12	1062255	VAILATI	SARA	Environmental sustainability and regulatory changes for businesses: the approach of Italian companies operating in the single-use plastic industry	MAGNO FRANCESCA		INTERNATIONAL MANAGEMENT, ENTREPRENEURSHIP AND FINANCE (D.M. 270/04)	17.00

PRESIDENTE: Mara Bergamaschi - professore ordinario

COMMISSIONE: Mauro Cavallone - professore associato
Rosella Giacometti - professore associato
Francesca Magno - ricercatore
Annarita Tavano - professore a contratto
Elena Lissana - cultore della materia
Susì Osti - esperto esterno*

* collegamento a distanza