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Knowledge Group: Marketing

Research Domains: Innovation

Teaching Domains: Management of Creativity, Design Thinking, New Business Models, New Product Development, Technology Management

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Articles in Scholarly Journals

Revolutionizing consumption: Unveiling the Allure of NFTs and digital twins for sustainable luxury fashion

MASSI, M., A. VOCINO, C. PIANCATELLI, P. CILLO, A. C. PELLICELLI, "Revolutionizing consumption: Unveiling the Allure of NFTs and digital twins for sustainable luxury fashion", Journal of Business Research, 2026, vol. 202, pp. 115757

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Quando la necessità aguzza l'ingegno. L'impatto dei vincoli finanziari sulla creatività

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Managing integrators where integration matters: insights from symbolic industries

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Il ruolo del senso di appartenenza nell'evoluzione dei distretti industriali: una proposta metodologica

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La gestione della multicanalità

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Trust-oriented marketing. La nuova frontiera del loyalty management nelle imprese commerciali.

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Startup, rivoluzione nell'investimento

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Empowering Consumers Through Blockchain: NFTs as a Means to Institutionalize Consumer Roles in The Metaverse

PIANCATELLI, C., M. MASSI, P. CILLO, "Empowering Consumers Through Blockchain: NFTs as a Means to Institutionalize Consumer Roles in The Metaverse" in 2023 AMA Winter Academic Conference, 6-12 February, 2023, Nashville TN, United States of America

A Natural Language Processing Analysis of the Effect of Quarrels on Analyst Ratingsterly CoC

CILLO, P., F. BALOCCO, G. RUBERA, "A Natural Language Processing Analysis of the Effect of Quarrels on Analyst Ratingsterly CoC" in AMA Winter Conference, February 23-25, 2018, New Orleans, LA, United States of America

The Effect of Innovation on Investor Acquisition and Retention

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How Leading Incumbents Sustain Performance in Face of Technological Change in the Music Industry

ZANELLA, P., P. CILLO, G. VERONA, "How Leading Incumbents Sustain Performance in Face of Technological Change in the Music Industry" in 37th Annual International Conference of the Strategic Management Society, 28-31 October, 2017, Houston, TX, United States of America

How Potential Consumers Can Help Firms' Strategists and Middle Managers Develop De Novo Value Propositions

CILLO, P., R. L. PRIEM, G. VERONA, P. ZANELLA, "How Potential Consumers Can Help Firms' Strategists and Middle Managers Develop De Novo Value Propositions" in Strategic Management Society Special Conference, March 31-April 1, 2017, Milano, Italy

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Understanding and involving consumers in value creation: A conceptual frame for strategic management studies

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Vancouver, Canada

How Fashion Designers Develop New Styles: Creative Epiphany Versus Market Feedback

NUNESM, J., X. DREZE, P. CILLO, E. PRANDELLI, I. SCOPELLITI, "How Fashion Designers Develop New Styles: Creative Epiphany Versus Market Feedback" in 73rd Annual Meeting of the Academy of Management 'Capitalism in Question' - August 9-13, 2013, Orlando, FL, United States of America

The Effect of Critical Evaluation on Aesthetic Innovation: Debunking the Myth of Designer as Dictator

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A glance at the future. effects of anticipated disclosure of newproduct concepts

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Does exposure to concept products affect consumer judgment of marketed products?

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Effects of financial constraints and novelty seeking on consumer creativity

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Financial constraints and individual antecedents of creativity in problem solving

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Shock 'n' Shop. Exaggeration and Structural Alignment in a New Design Launch

CILLO, P., I. SCOPELLITI, D. MAZURSKY, "Shock 'n' Shop. Exaggeration and Structural Alignment in a New Design Launch" in The 6 senses. The essentials of marketing - May, 2010, Copenhagen, Denmark

Innovation patterns in global fashion: firms' behavior and the influence of critical audience evaluation

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Identity and conduct in global fashion: the influence of critical audience evaluation on firms' innovation patterns

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Effects of Extreme Priming and Processing Fluency on the Evaluation of Design

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Effects of exaggerate priming and fluent processing on the evaluation of design

CILLO, P., I. SCOPELLITI, D. MAZURSKY, "Effects of exaggerate priming and fluent processing on the evaluation of design" in CFP: 2009 North American Conference - 22-25 October, 2009, Pittsburgh, United States of America

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Sustaining Innovation Through Market Knowledge: Evidence From The Fashion Industry

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Edited Books

Innovazione e Management. Omaggio a Salvio Vicari

Editorials in Journal

Knowledge and trust in data-rich business environments

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La costruzione di risorse di fiducia nelle relazioni parasociali: il ruolo di influencer reali e virtuali nei contesti digitali

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L'evoluzione del pensiero scientifico di Salvio Vicari

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Far leva sulla creatività dei consumatori per alimentare con continuità il processo innovativo: evidenze empiriche dal settore moda

CILLO, P., E. PRANDELLI, "Far leva sulla creatività dei consumatori per alimentare con continuità il processo innovativo: evidenze empiriche dal settore moda" in Marketing, una disciplina fantastica: omaggio a Enrico Valdani., Busacca Bruno, Costabile Michele (Eds.), Egea, pp. 187-212, 2018

L'innovazione come leva strategica per attrarre e trattenere gli investitori

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Internet Customer Database: costruzione, gestione e struttura di un sistema informativo sul cliente in rete

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La metamediazione: gestire le interazioni in un'economia virtuale

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Digital Marketing

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Prefaces, Postfaces, short Introductions

Introduzione: innovazione e management

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Articles upon Request/Invitation

Social CRM: quando i big data rafforzano i legami con i clienti

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Research Monographs

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Product Innovation and Market Creation

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Cases in International Case Collections

The Launch and Repositioning of a New Product Worldwide: Tetra Prisma Aseptic

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