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Società Italiana
Marketing

BEST SELECTED PAPER

XIX SIM Conference

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INTERNATIONAL MARKETING

- SMEs' internationalization during crisis period: An international dynamic marketing capabilities perspective
- *Nuo Wang, Isabella Maggioni, Daniela Corsaro*

CONSUMER BEHAVIOR

- Brands, Don't Try Too Hard: Investigating Brands' Failed Impression Management As a Consequence of Effort in Self-presentation
- *Matilde Rapezzi, Gabriele Pizzi, Gian Luca Marzocchi, Daniele Scarpi*

MARKETING COMMUNICATION & BRANDING

- Cultural branding in hardships: when branded activism nurtures a clash between culture and market
- *Rossella C. Gambetti, Silvia Biraghi*

B2B MARKETING & SUPPLY CHAIN MANAGEMENT

- Investigating the customer's perspective in social selling
- *Chiara Ancillai, Sara Bartoloni*

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TOURISM, CULTURE & ARTS MARKETING

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- *Claudia Cozzio, Lorenzo Masiero*

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- Web 3.0: challenges and opportunities for luxury branding
- *Gabriele Murtas, Giuseppe Pedeliento*

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- *Annamaria Tuan, Fernanda Llusa, Brigitta Pasqualetto*

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