

TESI DI LAUREA - SESSIONE OTTOBRE 2025
mercoledì 22 ottobre 2025 ore 14 - aula 2 sede Caniana

	matricola	cognome candidato/a	nome candidato/a	titolo tesi	relatore/relatrice	correlatore/ correlatrice	corso di laurea magistrale in
1	1076073	OLYMPIA	ANNE ADHIAMBO	MARKETING COMMUNICATION AND CONSUMER PERCEPTIONS: A COMPARATIVE ANALYSIS OF NIKE AND ADIDAS CAMPAIGNS.	MANOLI ARGYRO ELISAVET		BUSINESS ADMINISTRATION, PROFESSIONAL AND MANAGERIAL ACCOUNTING
2	1092023	BERTOGLIO	GAIA	Luxury Hotels on Instagram: A Study of Brand Communication Strategies and Consumer Perceptions.	WASSLER PHILIPP	MURTAS GABRIELE	INTERNATIONAL MANAGEMENT AND MARKETING
3	1074037	BINI	SAMUELE	Theoretical Foundations for Understanding Branding and Communication in Multi-Club Ownership Models	MANOLI ARGYRO ELISAVET		INTERNATIONAL MANAGEMENT AND MARKETING
4	1073384	CASIRAGHI	DAMIANO	Market Research and its application in the constantly evolving and multidisciplinary sector of the Space Economy	MANOLI ARGYRO ELISAVET		INTERNATIONAL MANAGEMENT AND MARKETING
5	1095443	FINETTI	GIULIA	Balancing Heritage and Modernity: Experiential Marketing Strategies in Italy's Lugana and Valtènesi Wine Regions	WASSLER PHILIPP		INTERNATIONAL MANAGEMENT AND MARKETING
6	1095590	GJOKA	SARA	Perceptions of authenticity in cultural advertising: a qualitative study of Nike campaigns among young Italian consumers	MANOLI ARGYRO ELISAVET		INTERNATIONAL MANAGEMENT AND MARKETING
7	1075012	MAZZOLENI	CHIARA	Message Fatigue in Ethical Brand Communication: Young Consumers' Responses to Value-Driven Messages	MANOLI ARGYRO ELISAVET		INTERNATIONAL MANAGEMENT AND MARKETING
8	1072547	PAGANELLI	MATTEO	The promotion of sustainability and its impact on the brand of a sport organisation: Atalanta BC case study	MANOLI ARGYRO ELISAVET	MURTAS GABRIELE	INTERNATIONAL MANAGEMENT AND MARKETING
9	1092252	RAVAZZI	ENRICA	The role of virtual influencers in the fashion industry: A sentiment and thematic analysis on social media user's perceptions	MANOLI ARGYRO ELISAVET	MURTAS GABRIELE	INTERNATIONAL MANAGEMENT AND MARKETING
10	1093542	TRUONG	HIEU THUC	Rebranding focusing on goodwill for iconic brands: The impact of PR activities in the case of Nike's rebranding	MANOLI ARGYRO ELISAVET		INTERNATIONAL MANAGEMENT AND MARKETING
11	1066433	MORA	NICCOLÒ	La transizione all'elettrico del settore automotive nell'Unione Europea: dinamiche competitive tra attori tradizionali e nuovi entranti cinesi	WASSLER PHILIPP		MANAGEMENT, INNOVAZIONE E FINANZA
12	1069156	STANGHELLINI	JOSEPH	Game Changer: Driving Digital Transformation and Fan Engagement in Sports Broadcasting	MANOLI ARGYRO ELISAVET		MANAGEMENT, INNOVAZIONE E FINANZA
13	1074531	ZONCA	DAVIDE	Come i club sportivi utilizzano i social media come strumento per le Relazioni Pubbliche: il caso AS Roma	MANOLI ARGYRO ELISAVET		MANAGEMENT, INNOVAZIONE E FINANZA
14	1079633	SHARMA	ROHIT	Cricket's Dominance in Indian Sports Marketing: Challenges and Opportunities for Other Sports	MANOLI ARGYRO ELISAVET		MANAGEMENT, MARKETING AND FINANCE

PRESIDENTE: prof.ssa Argyro Elisavet Manoli

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