



UNIVERSITÀ  
DEGLI STUDI  
DI BERGAMO

Department  
of Management

## Research Seminars Series

A.Y. 2023-2024 1<sup>st</sup> Term

**November 24 2023 – 1:00 p.m. (CET)**

**In room 20, via dei Caniana 2**

**AND Online on Microsoft Teams ([link](#))**

**Presenter: Prof. Giancarlo Fedeli**

University for Continuing Education Krems

**TITLE – *Misinformation in the digital era: implications for marketing and society***

**ABSTRACT –** Misinformation as a recent phenomenon fostered by the proliferation of information technologies has the potential to affect both individuals and organizations at large. The seminar will provide an overview of the intersection of relevant topics ranging from social marketing, AI, social media, and ethics in the misinformation realm, and include the author's latest and ongoing research in the area.

**TYPE OF RESEARCH –** Empirical

**STAGE OF RESEARCH –** Research idea

For further information please refer to: [seminars.dipsa@unibg.it](mailto:seminars.dipsa@unibg.it)