



Key Speaker: *Giuseppe Pedeliento*

Short CV: Giuseppe Pedeliento (PhD) is Associate Professor of Marketing at the University of Bergamo. His articles have appeared in journals like Organization Studies, Journal of Advertising, Journal of Business Research, Industrial Marketing Management, Journal of Business & Industrial Marketing, Journal of Retailing & Consumer Services, and others. He is an Associate Editor of the Journal of Product & Brand Management and a member of the board of directors of the Italian Marketing Association (SIM).

Main research and industrial topics: Giuseppe's research focuses on marketing and branding in both business and consumer domains. He is currently engaged with a research project on REMAN with a focus on marketing implications.



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