



DIPARTIMENTO DI STUDI
AZIENDALI E GIURIDICI



New frontiers in Marketing Research

Siena, 17 novembre 2016
Aula dottorato – DISAG Plesso San Francesco

ore 15.00 Introduction (Prof. Lorenzo Zanni – University of Siena - DISAG)

ore 15.15-19,00 New frontiers in Marketing research (Prof. Yioula Melanthiou -
Department of Marketing - School of Business, University of Nicosia)