Marklab Research Topics

• Retail & Consumer behaviour
• Retail & technology
• Independent retailer
• Dynamic capabilities & Retail
• Place value proposition & technology
• Social network & content analysis
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<th>Retail</th>
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<td>Technology</td>
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<td>Consumer behaviour</td>
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<td>Value &amp; Systems</td>
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<td>Dynamic Capabilities</td>
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<td>Social Network</td>
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<td>Place</td>
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Target journals

- British Food Journal – Emerald
- International Journal of Retail & Distribution Management - Emerald
- Journal of Service Theory and Practice - Emerald
- Total quality management - Emerald
- Journal of cleaner production - Elsevier
- Italian Journal of Management – Sinergie - CUEIM
- Italian Journal of Marketing – Springer (actually Mercati & Competitività – Francoangeli)
- Micro e Macro Marketing – il Mulino
Main books
International Cooperation

- Institute of Place Management – Manchester Metropolitan University - UK
- University of Applied Science of Koblenz - Germany
- University of Belgrade - Serbia
- Tomsk State University – Russia (Siberia)
- Sofia University – St. Kliment Ohridski - Bulgaria
- KazHJIU - Kazakhstan University – Semey - Kazahstan
- University of Goteborg – Department of Retail - Sweden
- IPMA Polska (Project management association – Poland) – University of Szczecin - Poland
- University of Poznan - Poland
Marklab congress organization

- SIM Conference 2016: the national Italian congress of Marketing held in Cassino
Post graduate courses focused on marketing and retail management in relation with companies
Cooperation with companies creating training projects and business strategies
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