

# Research Areas

## Information Technology and Marketing

The line is based on previous studies carried out by the Group's researchers on the adoption and acceptance of these technologies by both companies and consumers.

## Internal and External Brand Management

Today, brands represent one of the most powerful intangible assets for organizations and represent one of the most powerful intangible assets for organizations.

## Customer Value Management

The starting point of the research line is the clients, who is considered the main asset of any business organization as it represents a source of fundamental value.

## Competitive strategy, rivalry and results

The objective of this line is to advance in the understanding of the conduct of companies and the effect of such conduct on rivalry and the results obtained by them.

## Contact Form

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