

Publications (from 2010 -)

Books

RUNFOLA A., PERNA A. (2017), Relazioni business to business e cambiamenti tecnologici. Una prospettiva di marketing industriale, Franco Angeli, Milano (ISBN: 978-88-917-6277-1)

RUNFOLA A. (2012), Apprendimento e reti nei processi di internazionalizzazione del retail. Il caso del tessile-abbigliamento, Firenze University Press, Firenze (ISBN: 978-88-6655-257-4)

Articles in journals

GUERCINI S., RUNFOLA A., Developing fashion retail operations to growth in emerging markets, JOURNAL OF GLOBAL FASHION MARKETING, (ISSN: 2093-2685) *forthcoming*

PASCUCCI F., PERNA A., RUNFOLA A., GREGORI, G.L. (2018). The Hidden Side of 3D Printing in Management. SYMPHONYA. EMERGING ISSUES IN MANAGEMENT (ISSN 1593-0319), Vol. 2, pp. 91-107

RANFAGNI S., RUNFOLA A. (2018), Rimanere consumatore per essere imprenditore. Sulle tracce di nuovi connotati della passione imprenditoriale, MICRO & MACRO MARKETING (ISSN1121-4228), anno XXVII, n. 3, dicembre 2018, pp. 463-480

RANFAGNI S., RUNFOLA A. (2018), Connecting passion: Distinctive features from emerging entrepreneurial profiles, JOURNAL OF BUSINESS RESEARCH (ISSN: 0148-2963), Vol. 92 (November), pp. 403-411

RANFAGNI S., RUNFOLA A., SARTI D. (2018), International expansion based on a locally authentic brand: issues and findings from Italian case studies, JOURNAL OF MARKETING DEVELOPMENT AND COMPETITIVENESS, (ISSN 2155-2843), Vol. 12(1), pp. 124-136

GUERCINI S., RUNFOLA A., PERNA A., MILANESI M., (2018), Editorial. Interaction in space – the role of proximity, communities and cross-boundary movements, IMP JOURNAL (ISSN: 2059-1403), Vol. 12, Issue 2, pp.210-215, <https://doi.org/10.1108/IMP-06-2018-079>

PUCCI L., RUNFOLA A., GUERCINI S., ZANNI L. (2018), The role of actors in interactions between “innovation ecosystems”: drivers and implications, IMP JOURNAL (ISSN: 2059-1403), Vol. 12, Issue 2, pp. 333-345, <https://doi.org/10.1108/IMP-05-2017-0022>

FERRUCCI L., GIGLIOTTI M., RUNFOLA A. (2018), Italian firms in emerging markets: relationships and networks for internationalization, JOURNAL OF SMALL BUSINESS & ENTREPRENEURSHIP (ISSN: 0827-6331), Vol. 30, Issue 5, pp. 375-395, 10.1080/08276331.2017.1412611

PERNA A., RUNFOLA A., TEMPERINI V., GREGORI G.L. (2018), Problematizing customization and IT in the fashion industry: A case study of an Italian shoemaker, JOURNAL OF GLOBAL FASHION MARKETING, Vol. 9, Issue 1, pp. 73-86 (ISSN: 2093-2685)

RUNFOLA A., PERNA A., BARALDI E., GREGORI G.L. (2017), The use of qualitative case studies in top business and management journals: A quantitative analysis of recent patterns, EUROPEAN MANAGEMENT JOURNAL, Vol. 35, n. 1, pp. 116-127, (ISSN 0263-2373)

RUNFOLA A. (2017), Invito alla lettura – Recensione su Guercini S., Dei Ottati G., Baldassar L., Johanson G. (2017), Native and immigrant entrepreneurship. Lessons for local liabilities in globalization from the Prato case study, Springer International Publishing, Switzerland, L'INDUSTRIA, RIVISTA DI ECONOMIA E POLITICA INDUSTRIALE (ISSN: 0019-7416), 4/2017, pp. 555-556, doi: 10.1430/89555

GUERCINI S., RUNFOLA A. (2016), How western marketers respond to the new middle class in emerging market cities: the case of Italian fashion marketers, INTERNATIONAL BUSINESS REVIEW, Vol. 25, n. 3, pp. 691-702 (ISSN 0969-5931)

GUERCINI S., RUNFOLA A. (2016), Lo sviluppo nel retail come modalità di internazionalizzazione delle pmi manifatturiere. Il caso della moda. PICCOLA IMPRESA/SMALL BUSINESS,1, pp. 37-53 (ISSN 0394-7947)

GUERCINI S., RUNFOLA A. (2015), Internationalization through e-commerce. The case of multibrand luxury retailers in the fashion industry, ADVANCES IN INTERNATIONAL MARKETING, Vol. 26, pp. 15-32 (ISSN: 1474-7979)

GUERCINI S., RUNFOLA A. (2015), Small-medium sized manufacturers' internationalization through retail store openings abroad: a study of the Italian fashion industry, ADVANCES IN INTERNATIONAL MARKETING, Vol. 26, pp. 59-82 (ISSN: 1474-7979)

PERNA A., RUNFOLA A., GUERCINI S., GREGORI G.L., (2015), Relationship beginning and serendipity: insights from an Italian case study, IMP Journal, Vol. 9, Iss. 3, pp. 233 – 249 (ISSN: 2059-1403)

GUERCINI S., LA ROCCA A., RUNFOLA A., SNEHOTA I. (2015), Heuristics in customer supplier interaction, INDUSTRIAL MARKETING MANAGEMENT, Vol. 48, July, pp. 26–37 (ISSN:0019-8501)

GUERCINI S., RUNFOLA A. (2015), Actors' roles in interaction and innovation in local systems: a conceptual taxonomy, JOURNAL OF BUSINESS AND INDUSTRIAL MARKETING, Vol. 30, N. 3/4, pp. 269-278, (ISSN: 0885-8624)

WARNIER V., RUNFOLA A. (2014). Guest Editors' Introduction. Why Study Business Models in Creative Industries? INTERNATIONAL STUDIES OF MANAGEMENT AND ORGANIZATION, Vol. 44, N. 4, Winter 2014-15, pp. 3-8, (ISSN: 0020-8825)

GUERCINI S., LA ROCCA A., RUNFOLA A., SNEHOTA I. (2014). Interaction behaviors in business relationships and heuristics: Issues for management and research agenda. INDUSTRIAL MARKETING MANAGEMENT, Vol. 43, N. 6, pp. 929-937, (ISSN:0019-8501)

GUERCINI S., RANFAGNI S., RUNFOLA A. (2014). Time in business-to-business interactions. A case analysis in textile and clothing. JOURNAL OF GLOBAL FASHION MARKETING, Vol. 5, N. 1, pp. 87-102 (ISSN:2093-2685)

RUNFOLA A., GUERCINI S., GREGORI G.L., PERNA A. (2013). Discontinuity in interaction. Findings from two cases in the Italian context. MERCATI E COMPETITIVITÀ, pp. 53-72 (ISSN:1826-7386)

RUNFOLA A., GUERCINI S. (2013). Fast fashion companies coping with internationalization: driving the change or changing the model?. JOURNAL OF FASHION MARKETING AND MANAGEMENT, Vol. 17, N. 2, pp. 190 – 205 (ISSN:1361-2026)

RUNFOLA A., ROSATI M., GUERCINI S. (2013). New business models in online hotel distribution: emerging private sales versus leading IDS, SERVICE BUSINESS, Vol. 7, N. 2, pp. 183-205 (ISSN: 1862-8516)

RANFAGNI S., RUNFOLA A. (2012). Internazionalizzazione e strategie di marca. Casi d'impresa a confronto nel sistema moda italiano. FINANZA MARKETING E PRODUZIONE, vol. 2, pp. 147-176 (ISSN: 1593-2230)

GUERCINI S., RUNFOLA A. (2012). Relational paths in business network dynamics: Evidence from the fashion industry. INDUSTRIAL MARKETING MANAGEMENT, vol. 41, issue 5, pp. 807-815 (ISSN: 0019-8501)

GUERCINI S., RUNFOLA A. (2012). Reorganizing business networks and innovation: two cases of Italian textile producers. THE IMP JOURNAL, vol. 6, issue 1, pp. 38-51 (ISSN: 0809-7259)

FERRUCCI L., RUNFOLA A. (2011). Il centro fieristico come polo di sviluppo locale: un'indagine esplorativa nel contesto umbro. PICCOLA IMPRESA/SMALL BUSINESS, n. 2, p. 45-64 (ISSN: 0394-7947)

GUERCINI S., RUNFOLA A. (2010). Business networks and retail internationalization: a case analysis in the fashion industry. INDUSTRIAL MARKETING MANAGEMENT, vol. 39, issue 6, pp. 908-916 (ISSN: 0019-8501)

GUERCINI S., ROSATI M., RUNFOLA A. (2010). Il cambiamento tecnologico nella distribuzione del prodotto alberghiero: nuovi modelli, attori e problemi emergenti. MICRO & MACRO MARKETING, XIX, n. 3, pp.369-388 (ISSN: 1121-4228)

Chapters in books

RUNFOLA A., RANFAGNI S., GUERCINI S. (2018), The Internationalization of Italian Luxury Brands. The Missoni Case, in Chow P.S., Chiu C.H., C.Y. Yip A., K.Y. Tang A. (eds) "Contemporary Case Studies on Fashion Production, Marketing and Operations. Springer Series in Fashion Business.", Springer, Singapore, first Online: 05 December 2017, pp 73-88 (ISBN 978-981-10-7006-8)

FERRUCCI L., GIGLIOTTI M., RUNFOLA A. (2015), L'internazionalizzazione verso l'Africa: case studies di imprese umbre, in Ferrucci L., Paciullo G. (a cura di) "Internazionalizzazione in Africa tra imprese, istituzioni pubbliche e organizzazioni no profit, FrancoAngeli, Milano, pp. 152-228 (ISBN 978-88-917-1376-6)

RUNFOLA A. (2014), La distribuzione commerciale in Tunisini A., Pencarelli T., Ferrucci L. (a cura di), Economia e Management delle imprese, Hoepli, Milano, pp. 536-552 (ISBN: 978-88-203-6308-6)

FERRUCCI L., GIGLIOTTI M., RUNFOLA A. (2013), I commercianti e gli artigiani del centro storico: i risultati di una ricerca empirica, in Ferrucci L. (a cura di) I centri storici delle città tra ricerca di nuove identità e valorizzazione del commercio. L'esperienza di Perugia, FrancoAngeli, Milano, pp. 243-274 (ISBN 978-88-204-2186-1)

FERRUCCI L. RUNFOLA A. (2013), I residenti nel centro storico e i loro orientamenti di acquisto: i risultati di una ricerca empirica, Ferrucci L. (a cura di) I centri storici delle città tra ricerca di nuove identità e valorizzazione del commercio. L'esperienza di Perugia, FrancoAngeli, Milano, pp. 275-291 (ISBN 978-88-204-2186-1)

RUNFOLA A. (2013), Strumenti e condizioni per l'accessibilità, in Ferrucci L. (a cura di) I centri storici delle città tra ricerca di nuove identità e valorizzazione del commercio. L'esperienza di Perugia, FrancoAngeli, Milano, pp. 161-179 (ISBN 978-88-204-2186-1)

RUNFOLA A. (2012), Strategie e politiche di distribuzione internazionale, in Bursi T., Galli G. (a cura di), Marketing internazionale: strategie, politiche e pratiche operative, McGraw-Hill, Milano, pp. 305-332 (ISBN 9788838667497)

GUERCINI S., RUNFOLA A. (2011), Marketing cooperation and public policy in Italian networks of fashion firms, in Johanson M., Lundberg H. (a cura di), Network strategies for regional growth, Palgrave-Macmillan, Houndmills – Basingstoke, pp. 163-184 (ISBN 978-0-230-27330-6)

RUNFOLA A. (2010), Formati distributivi e marketing interculturale in Guercini S. (a cura di), Marketing e management interculturale, Il Mulino, Bologna, pp. 73-91 (ISBN 978-88-15-13867-5)

Conference papers

RUNFOLA A., PICCIOTTI A., GIGLIOTTI M. (2018), Marketing e impresa sociale: nuove prospettive e percorsi emergenti da una analisi sistematica della letteratura, XV Convegno Annuale Società Italiana Marketing "I Percorsi identitari nel Marketing", Università degli Studi di Bari Aldo Moro, 18 - 19 Ottobre 2018, ISBN 978-88-943918-2-4

RUNFOLA A., NAPIER E., LIU S.Y.H., (2018), Sustainability Projects in 'High-Offender' Industries: The Case of the Fashion Merchandising Industry, 27th ANNUAL CIMaR CONFERENCE Consortium for International Marketing Research, Conference Theme: Disrupting Forces of Globalization – Implications for International Marketing, Georgia State University, Atlanta, September 12-15, 2018

GUERCINI S., RUNFOLA A., (2018), The internationalization of Chinese immigrant firms: Emerging taxonomy from the analysis of an Italian case, 27th ANNUAL CIMaR CONFERENCE Consortium for

International Marketing Research, Conference Theme: Disrupting Forces of Globalization – Implications for International Marketing, Georgia State University, Atlanta, September 12-15, 2018

GUERCINI S., RUNFOLA A. (2018), Matching business models through adaptation in business relationships: how do suppliers cope with fast fashion?. 2018 Global Marketing Conference at Tokyo, "Bridging Asia and the World: Searching for Academic Excellence and Best Practice in Marketing and Management", 26th– 29th July, 2018, Tokyo, Japan in 2018 Global Marketing Conference at Tokyo Proceedings: 1529, ISSN 1976-8699, <https://doi.org/10.15444/GMC2018.13.02.04>

SARTI D., RUNFOLA A., RANFAGNI S. (2018), Marketing branding and employer branding: Friends or foes?, 2018 Global Marketing Conference at Tokyo, "Bridging Asia and the World: Searching for Academic Excellence and Best Practice in Marketing and Management", 26th– 29th July, 2018, Tokyo, Japan

RUNFOLA A., SARTI D., RANFAGNI S. (2018), Expressing and embedding local authenticity in family firms as a driver of internationalization: case studies of Italian brands, EURAM (European Academy of Management) 2018 "Research in Action", University of Iceland, Reykjavik, 19-22 June, ISBN 9782960219500

RUNFOLA A., RANFAGNI S. (2018), Il ruolo coesivo della passione imprenditoriale: nuove prospettive teoriche e risultati emergenti da un'analisi esplorativa, SINERGIE-SIMA CONFERENCE 2018, "Strategie in trasformazione e nuovi modelli per la creazione di valore", Università Ca' Foscari, Venezia, Dipartimento di Management, Venezia, 14-15 giugno 2018 ISBN 97888943937-2-9

GIGLIOTTI M., PICCIOTTI A., RUNFOLA A. (2018), La competitività dell'impresa sociale: (tra) valori identitari e competenze di marketing, Colloquio Scientifico sull'impresa sociale, Dodicesima Edizione L'impresa Sociale Oltre La Riforma, Università degli Studi di Trento, 25-26 Maggio 2018, Trento, ISBN 978-88-909832-7-6.

RANFAGNI S., RUNFOLA A., SARTI D. (2017), Locally authentic brand as driving force for international expansion: a research agenda, INTERNATIONAL BUSINESS IN THE INFORMATION AGE, 43rd European International Business Academy (EIBA) Conference, 14-16 December 2017, Milan, Italy, ISBN 978 88 6493 042 8

RUNFOLA A., RANFAGNI S., MILANESI M., GUERCINI S., (2017), Entrepreneurial passion in online contexts: in search for emerging features, Workshop 'The connections between passion and entrepreneurship. Identify and develop a new research agenda' Florence, 9-10 November 2017

RANFAGNI S., MILANESI M., RUNFOLA A., GUERCINI S. (2017), Is there a dark side of passion? insights on the relation between passion-driven entrepreneurship and growth, Workshop 'The connections between passion and entrepreneurship. Identify and develop a new research agenda' Florence, 9-10 November 2017

GUERCINI S., RANFAGNI S., RUNFOLA A. (2017), E-commerce come driver di integrazione tra canali online ed offline nei mercati esteri: evidenze nella moda di lusso, XIV SIM (Società Italiana Marketing) Conference, Università degli Studi di Bergamo, 26-27 Ottobre, ISBN 978-88-907662-9-9

RANFAGNI S., RUNFOLA A., SARTI D. (2017), Investigating international pathways through brand authenticity: findings from an exploratory case study, XIV SIM (Società Italiana Marketing) Conference, Università degli Studi di Bergamo, 26-27 Ottobre, ISBN 978-88-907662-9-9

GUERCINI S., RUNFOLA A. (2017), How do you really know international markets? Heuristics in use in exporting SMEs, Annual Conference of CIMaR -- Consortium for International Marketing Research, Firenze, 20-23 giugno 2017

GUERCINI S., RUNFOLA A., RANFAGNI S. (2017), E-commerce internationalization in the top luxury fashion brands: some emerging strategic issues, Annual Conference of CIMaR -- Consortium for International Marketing Research, Firenze, 20-23 giugno 2017

HOLZMÜLLER H., GUERCINI S., HEIX S., ROSEMBERG III P.J., RUNFOLA A., SHU C., (2017), To pimp up or not to pimp up your local product with a second language? Effects of Dual-Language Labelling on Product Attractiveness, Annual Conference of CIMaR -- Consortium for International Marketing Research, Firenze, 20-23 giugno 2017

RANFAGNI S., RUNFOLA A., SARTI D., (2017), Beyond the "Made In" effect: authenticity as the joining force of branding and organizational values in international pathways, Annual Conference of CIMaR -- Consortium for International Marketing Research, Firenze, 20-23 giugno 2017

PUCCI T., RUNFOLA A., GUERCINI S., ZANNI L. (2017), The role of the actors in interactions between "innovation eco-systems": drivers and implications, The IMP JOURNAL Seminar, Prato, 18-19 Maggio 2017

GUERCINI S., RUNFOLA A. (2016), Business network dynamics in cross-border acquisitions by emerging market firms. A case in the luxury yachting industry, 32nd IMP Conference "Change and Transformation of Markets, Networks and Relationships", Poznan, Poznań University of Economics and Business, 30.08-03.09.2016

RUNFOLA A., GIGLIOTTI M. (2016), Business relationships and emerging challenges for intermediaries in the Fair Trade network. Evidence from a leading case, 32nd IMP Conference "Change and Transformation of Markets, Networks and Relationships", Poznan, Poznań University of Economics and Business, 30.08-03.09.2016

GUERCINI S., RUNFOLA A. (2016), What does happen when Chinese speak Italian? A cross-border acquisition case in the Italian luxury yachting industry, Annual Conference of CIMaR -- Consortium for International Marketing Research, Xi'an, School of Management Xi'an Jiaotong University June, 17-20 June

GUERCINI S., MIR P., RUNFOLA A. (2016), The emerging role of online fashion blogs in business network dynamics: trends, issues and research agenda, X International Fashion Conference, Pamplona, University of Navarra, 20-21 April

GUERCINI S., RUNFOLA A. (2015), L'internazionalizzazione attraverso l'e-commerce dei distributori multimarca nella moda. Il caso del lusso, XII Convegno annuale della Società Italiana Marketing, Torino, 22-23 ottobre (ISBN 978-88-907662-4-4)

FERRUCCI L., GIGLIOTTI M., RUNFOLA A. (2015), L'internazionalizzazione delle piccole medie imprese Italiane in Africa. Quale modello per lo sviluppo?, XII Convegno annuale della Società Italiana Marketing, Torino, 22-23 ottobre (ISBN 978-88-907662-4-4)

GUERCINI S., RUNFOLA A., (2015), Lo sviluppo nel retail come modalità di internazionalizzazione delle PMI manifatturiere. Il caso della moda, Workshop "Re-positioning of SMEs in the Global Value System", Università degli Studi di Urbino, Urbino, 24-25 settembre

GUERCINI S., RUNFOLA A., BARALDI E. (2015), Sustainability and buyer-seller relationships in the fashion supply chain: a research agenda, 2015 Global Fashion Management Conference at Florence, June 25-28

GUERCINI S., RUNFOLA A. (2015), Retail stores openings and customer experience in international markets. The case of Italian luxury manufacturing companies, 2015 Global Fashion Management Conference at Florence, June 25-28

GUERCINI S., RUNFOLA A. (2015), Internationalization through e-commerce. The case of multi-brand luxury retailers in the fashion industry, CIMaR Conference 2015, Consortium for international marketing research, Vienna, May 13-15, 2015

GUERCINI S., RUNFOLA A. (2015), Retail stores openings as a market entry strategy for SMEs. Empirical evidence in the Italian fashion industry, Proceedings of the Business Systems Laboratory 3rd International Symposium "Advances in Business Management. Towards Systemic Approach", Perugia, January 21-23, 2015 (ISBN: 9788890824227)

ROSATI M., RUNFOLA A. (2014), Travel search engines and distribution channel relationships: trends and emerging issues, 4th International Conference on Tourism Management and Tourism Related Issues, Roma, 18-19 September 2014

GUERCINI S., RUNFOLA A. (2014), Small-medium sized manufacturers internationalization through retail stores openings abroad. A study of the Italian Fashion Industry, CIMaR Conference 2014, Consortium for international marketing research, Victoria, BC, Canada, June 26-29, 2014

PERNA A., RUNFOLA A., GUERCINI S., GREGORI G.L. (2014), Relationship development and serendipity: insights from an Italian case study, The IMP Journal Seminar, Milan, May 8-9, 2014

PICCIOTTI A., RUNFOLA A. (2013), Relazioni e network per l'innovazione sociale. Il caso del Consorzio ABN, AIDEA Bicentenary Conference, Lecce, 19 -21 September, 2013

GUERCINI S., LA ROCCA A., RUNFOLA A., SNEHOTA I. (2013), Heuristics in Business Interactions, The 29th Annual IMP Conference, "Building and Managing Relationships in a Global Network: Challenges and Necessary Capabilities", Atlanta, August 30 – September 2, 2013

PERNA A., RUNFOLA A., GUERCINI S., GREGORI G.L. (2013), Serendipity in Business Relationship Beginning, The 29th Annual IMP Conference, "Building and Managing Relationships in a Global Network: Challenges and Necessary Capabilities", Atlanta, August 30 – September 2, 2013

GUERCINI S., RUNFOLA A. (2013), Disruptive Interaction. Emerging Issues and Research Propositions, The 29th Annual IMP Conference, "Building and Managing Relationships in a Global Network: Challenges and Necessary Capabilities", Atlanta, August 30 – September 2, 2013

GUERCINI S., RUNFOLA A. (2013), Interaction and actor's roles in local systems, 13th Euram (European Academy of Management), Istanbul 26-29 June, 2013

PERNA A., RUNFOLA A., GUERCINI S., GREGORI G.L. (2012), A resource network view of relationship beginning: a case analysis in the mechanical Industry. In: 7th Nordic Workshop on Relationship Dynamics (NoRD2012). Umeå, 10-12 October 2012

GUERCINI S., RUNFOLA A. (2012), Business relationship crisis and local entrepreneurial community change. A conceptual framework, 28th Industrial Marketing and Purchasing Conference "Combining the social and technological aspects of innovation: relationships and networks", Catholic University, Roma, 13-15 September 2012

RUNFOLA A., GUERCINI S., PERNA A., GREGORI G.L. (2012), Discontinuity in interaction. Findings from two cases in the Italian context, 28th Industrial Marketing and Purchasing Conference "Combining the social and technological aspects of innovation: relationships and networks", Catholic University, Roma, 13-15 September 2012

GUERCINI S., RUNFOLA A. (2011), Le risposte alla crisi nella relazione acquirente-fornitore. Elementi emergenti dallo studio di casi di imprese tessili pratesi, VIII Convegno annuale della Società Italiana di Marketing (SIM), "La mobilità nel rispetto dell'ambiente: il ruolo del marketing", Facoltà di Economia, Università La Sapienza, Roma, 22-23 Settembre 2011

GUERCINI S., RUNFOLA A. (2011), Relational paths in business network dynamics: evidence from the fashion industry, 27th Industrial Marketing and Purchasing Conference "The Impact of Globalization on Networks and Relationship Dynamics", The University of Strathclyde, Glasgow, 31 August-3 September 2011

RUNFOLA A., ELG U. (2011), Network relationships and learning in retail internationalization, in the proceedings of the 16th European Association for Education and Research in the Commercial Distribution (EAERCD) International Conference, Parma 29-30 June-1 July 2011 (ISBN 978-88-906195-0-2)

GUERCINI S., RUNFOLA A. (2011), Reorganizing business networks and innovation: two cases of Italian textile producers, The IMP Journal seminar 2011, Uppsala University, Uppsala, 31 March-1 April 2011

GUERCINI S., RANFAGNI S., RUNFOLA A. (2011), La rappresentazione del tempo nelle reti di marketing. Il caso dell'interazione acquirente-fornitore nel sistema moda, Parigi, 20-22 Gennaio, in the proceedings of 10th International Conference Marketing Trends, 2011, Paris-Venise, ed. Jean-Claude Andreani and Umberto Collesei, Paris-Venise: Marketing Trends Association (ISBN 978-2-9532811-2-5)

GUERCINI S., RUNFOLA A. (2010), Distanza psichica e gatekeeping nell'internazionalizzazione dell'impresa moda, VII Convegno annuale della Società Italiana di Marketing (SIM), "Marketing & Sales oltre la crisi", Facoltà di Economia "G. Fuà", Ancona, 23-24 Settembre 2010

GUERCINI S., RUNFOLA A., ROSATI M. (2010), Electronic channels for small sized hotel businesses: some insights from the Italian case, Coimbra, 2-4 Settembre, in the proceedings of 13th Toulon-Verona

International Conference in Quality and Service Science “Organizational Excellence in Service”, Editor: Faculdade de Economia de Universidade de Coimbra (ISBN 978-972-9344-04-6)

GUERCINI S., RANFAGNI S., RUNFOLA A. (2010), Time as process and time as product in business networks, 26th Industrial Marketing and Purchasing (IMP) Conference “Business networks - Globality, Regionality, Locality”, Corvinus University of Budapest, Budapest 2-4 September 2010

RANFAGNI S., RUNFOLA A. (2010), Internazionalizzazione e strategie di branding nelle imprese del sistema moda. Dinamiche in atto e prospettive, Venezia, 21-23 Gennaio, in the proceedings of 9th International Conference Marketing Trends, 2011, Paris-Venise, ed. Jean-Claude Andreani and Umberto Collese, Paris-Venise: Marketing Trends Association