

Learn from the best to
ensure success
Reasons we will be
successful

BUSINESS

Issue 764

Monday, Jun 14, 2016

#Citydailynews

Economy of the European Union

Branding is defined as the process of coming up or making a unique name or design for a certain product. Having a good brand strategy allows you to have a major advantage over your competitors.

Are you innovative or are you the experienced type? or do you offer a high-cost, high-quality product, or a low-cost, high-value product? It's impossible to be both, you should choose one or the other.

World Bank's stock at
time high



ALMA MATER STUDIORUM
UNIVERSITÀ DI BOLOGNA

BUSINESS AND SOCIETY

The University of Bologna research and teaching offer a multidisciplinary research approach to the analysis of the relations between business and society.

Business and politics

Corporate political action: Lobbying and analysis of corporate political discourse; Analysis of markets: structures, policies, governance and regulatory frameworks; Globalization, international business; international marketing and trade; Financial markets, institutions and regulation; Company and tax law.

Corporate social responsibility

CSR (for profit enterprises, not for profit businesses, SMEs); CSR (private and public enterprises, including health care agencies); CSR in SOEs (State Owned Enterprises); CSR and civil economy; CSR in the tourism industry; System dynamics modeling for sustainability; Local community and CSR; CSR and culture; Political CSR; Governance, management and CSR; Business and CRS history; Business Ethics (CSR communication; Consumer perception of ethics; Shared Value; Corporate disclosure; Sustainable Human Resource Management; Individual Well-Being; Work-life balance).

Social accounting

Social balance sheet models; Sustainability reporting models; Environmental reporting models; Social, environmental and sustainability accounting in CSR (Direct and indirect accountability; Integrated Reporting and Non-Financial Information).

Corporate governance and Corporate finance

Models of governance; rules and transparency; Corporate ethics, corporate reporting; Control systems in small and big organizations; Risk assessment and risk management; Mergers and acquisitions and market reaction; System dynamics and balanced scorecard; Family firms; Crowdfunding; Analysis of business investment and funding choices; Policies for dividend distribution and financial structures; Efficiency of financial markets; behavioral finance; Corporate governance, derivative instruments, mergers, acquisitions and capital increases; entrepreneurial finance.

HIGHLIGHTS

European Projects

Horizon 2020 [**BIO-PLASTICS EUROPE**](#) - Developing and Implementing Sustainability-Based Solutions for Bio-Based Plastic Production and Use to Preserve Land and Sea Environmental Quality in Europe.

Climate KIC [**E-CIRCULAR**](#) - Catalysing a switch to a circular economy through plastic waste prevention.

Climate KIC [**RE-INDUSTRIALISE**](#) - Supporting the transition of high-emitting regions to zero-carbon innovation hotspots.