**Scheda insegnamento**

**Modulo di “Contabilità” / “Accounting”**

Note. This course is part of the E&B curriculum. Students can choose between “Finance” and “Marketing” depending on their research interests.

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|  | **Italiano** | **English** |
| **Docente/Instructor**  | Finanza:Duccio MartelliMarco NicolosiMarketing:Andrea RunfolaFrancesco Rizzi | Fincance:Duccio MartelliMarco NicolosiMarketing:Andrea RunfolaFrancesco Rizzi |
| **Titolo/Title**  | Finanza - Marketing | Finance - Marketing |
| **Contenuti/Contents** | * Principali teorie e propettive di ricerca in finanza – marketing
* Come progettare la ricerca in finanza - marketing
 | * Key theories and research perspectives in finance – marketing
* How to desing research in finance - marketing
 |
| **Metodologia/Method** | * Analisi teorica
* Discussione di papers
* Discussioni in classe
 | * Theoretical analysis
* Discussion of scientific papers
* In class discussion
 |
| **N. Ore/ N. hours** | **6** | **6** |
| **Mese/Month\*** | **Giugno/Luglio** | **June/July** |
| **Curriculum** | - E&B | - E&B |
| **Testi di riferimento/ Suggested readings** | Boffelli, S., & Urga, G. (2016). *Financial econometrics using Stata*. Stata Press Publication.Mooi, E., Sarstedt, M., & Mooi-Reci, I. (2018). Market research. *The process, data, and methods using stata*.La lista completa dei materiali verrà fornita durante il corso  | Boffelli, S., & Urga, G. (2016). *Financial econometrics using Stata*. Stata Press Publication.Mooi, E., Sarstedt, M., & Mooi-Reci, I. (2018). Market research. *The process, data, and methods using stata*.The complete reading list will be provided during the course |

\* For details, please, refer to the calendar available at <http://dottorato.ec.unipg.it/it/>