

Marketing in Action!

Lunch seminar...

Remembering Sal Maiorano

Wednesday, 13th May 2026

h.11.30 - 14.00

Complesso Perrone

Via Perrone 18, Novara

Sala Consiglio Third Floor



Presentations by:

Laura Grazzini, University of Florence

Hanaa Osman, Bournemouth University, former visiting Professor UPO

Rebecca Pera, University of Turin

Rosa Maria Reig Ramellat, Universidad Complutense de Madrid, Visiting Professor UPO

Alessandra Strangio, UPO Alumna and Research Fellow at Novara Sviluppo Foundation

... and others!

A light lunch will be offered to all the participants!

The full program will be distributed on the day of the event



UNIVERSITÀ DEL PIEMONTE ORIENTALE

**DISEI DIPARTIMENTO DI
STUDI PER L'ECONOMIA E
L'IMPRESA**

**CORSO DI LAUREA MAGISTRALE IN
MANAGEMENT, ECONOMIA E
FINANZA**

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Registration by April 26th, 2026 at
<https://forms.gle/HpAPUXCk42rW3hJm8>