

IBSS ONLINE BROWN BAG “LUNCH & LEARN” SESSIONS

Final Session: Marketing Strategies in a Post-COVID World

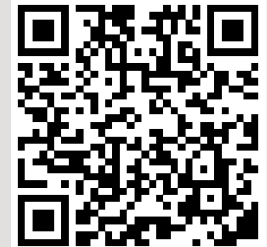
Date: 1st July 2020, Wednesday

Time: 12:10 – 12:50

Event Language: English

Live link: Link of seminar will be sent upon registration

Registration: Please [click here](#) or scan the QR code



Since the COVID outbreak in January 2020, unprecedented changes have reshaped our world. These changes have not only disrupted all economic sectors but have also transformed business operations and consumer practices. How are companies and consumers reimagining their identities in a post-COVID world? How are marketing departments changing their communication towards clients and employees? How are consumers adapting to this new normal?

For answers to these questions, join IBSS Marketing Professor Francesca Hansstein for the final IBSS “Lunch & Learn Brownbag seminar of the 2019-2020 academic year. During her talk, Dr Hansstein will share best practices from companies which have successfully adapted to the new environment, emerging from the struggle as most successful and resilient. Drawing upon her Executive Education course on the same topic, Dr Hansstein will include: a showcase of real-case studies in the post-COVID business environment, examples of successful new communication and marketing strategies, and changes in consumer needs and wants.

About the Speaker: Dr Francesca Hansstein

Dr Francesca Hansstein joined IBSS as a Lecturer in Marketing in August 2019. She holds a Ph.D. in Agrifood Economics and Statistics, with a focus on Consumer Behavior, from the University of Bologna. After three years in the United States, where she completed her doctoral studies at New York University and worked on health behaviors-related projects, she was appointed as Research Assistant Professor at the Shanghai University of Finance Economics.



Her current research focuses on the determinants of food, health, and sustainable consumer choices. She has published both academic and non-academic articles and book chapters in the fields of marketing and consumer behavior. Since 2016, she has also worked as a freelance consultant on market research projects for institutions and companies including the Italian Trade Agency and Fabbri China.