

THE SOUTHERN CENTRE FOR DIGITAL TRANSFORMATION

SEMINARIO PERMANENTE

Netnography Evolving: Reflections on an Expanding Approach

Robert Kozinets, University of Southern California

Netnography Applied: Types and Cases

Ulrike Gretzel, University of Southern California

**THURSDAY | 31 OCTOBER 2024 |
15.00-17.00**

*AULA OVALE, DIPARTIMENTO DI SCIENZE SOCIALI,
VICO MONTE DELLA PIETÀ 1, NAPOLI*



il DiSS
Dipartimento di Eccellenza 2023-2027



UNIVERSITÀ DEGLI STUDI DI NAPOLI
FEDERICO II