



**UNIVERSITÀ  
DEGLI STUDI  
DI UDINE**  
hic sunt futura

DIPARTIMENTO  
DI SCIENZE ECONOMICHE  
E STATISTICHE

PHD IN MANAGERIAL  
AND ACTUARIAL SCIENCES

Seminar PhD  
Managerial and Actuarial Sciences  
XXXIII XXXIV XXXV cycles

***What's next in marketing  
and management  
approach: the value  
co-creation perspective***

**Prof. Roberto Bruni  
University of Cassino and Southern  
Lazio**

**Friday 22<sup>nd</sup> November 2019 at 10 a.m.**

**Meeting room DIES  
via Tomadini 30/a, Udine**

