

Bachelors of Commerce in Marketing (Honours)

2015

- The Use of Social Media by the Main English Language Newspapers in Malta to Move Up the Value Chain
- Who Are the Theatre-Goers? - Personality, Education, Motivation and Social Influences
- The Adoption of Customer Relationship Management Tools Used to Penetrate the Maltese Market - The Case of Banif Bank
- The Impact of Social Media on Customer Relationship Management in the Restaurant Sector
- Customer Reviews on Trip Advisor and Customer Satisfaction - The Perspective of Five Star Hotels
- A Study of the Buying Behaviour of Maltese Youths Towards Recorded-Music
- The Effects of Celebrity Endorsements, Particularly by Footballers, on the Consumer Buying Behaviour of Young Maltese Adults
- Traditional vs Online Advertising for Local Two-Star and Five-Star Hotels
- The Importance of Adverts Effectiveness in Social Media Marketing
- Analysing the Promotional Effectiveness of Non-Profit Organisations in Malta When Addressing the Youth Sector
- Examining the Effect of Introducing YouTube as a Promotional Communications Approach in the Cosmetics Industry
- Logos - Evocative or Just Decorative? - A Neuromarketing Study of the Theory of Perception in the Maltese Banking Industry
- Social Media vs Websites - Allies or Rivals?
- Digital Marketing - A Study on Facebook Usage by Automotive Brands
- Tourism Marketing and Consumers Behaviour in Five Star Hotels
- The Concept of Value Within the Corporate Insurance Market - An Analysis of the 5-Star Hotel Industry in Malta
- Business Model Innovation in the Events Management Industry - A Case Study of Pro Wrestling Malta
- The Price of Conformity in the Local Fashion Sector
- The Effect of Salesmanship on Influencing Customer Perceptions

- Company Perceptions on CRM Adoption
- An Assessment of Consumer Behaviour Within the Maltese Competitive Cycling Scene - With Reference to Local Road Cyclists and Triathletes
- Differences in Perception Between Digital Natives and Digital Immigrants Regarding Books and E-Books
- Addressing the Innovation Gap Between Customers and Producers of Theatre Performances
- Is Online Betting Behaviour Gender Based? - An Analytical Neuroscientific View of the Online Betting Behaviour
- The Impact of Sports Sponsorship on Consumer's Brand Perception
- Creating a Brand Personality for Valletta
- The Differences in the Way Genders Perceive Risks When Purchasing a Smartphone
- The Influence of Brand Personality on Consumer Brand Preference
- The Perception of Movie Trailers Through Consumer Neurosciences Techniques