

## Field Projects 2016/2017

COMPANY	PROJECT TITLE	TUTOR	MASTER
BSI	Develop a screening system for developed and developing countries' structural economic strength beyond the standard rating system	Francesco Franzoni	Banking&Finance/Finance
Lopag Trust Reg	The prices of Service in the Wealth Structuring Business	Eric Nowak	Banking&Finance/Finance
MIDATA.coop	Patientempowerment for self-managing a chronic condition	Maddalena Fiordelli	Communication,Management&Health
Ospedale Beata Vergine di Mendrisio	Migrant friendly hospital: the case of the Ospedale Beata Vergine di Mendrisio	Maddalena Fiordelli	Communication,Management&Health
Schweizerische Gesellschaft für CystischeFibrose	Strategies for developing viral messages communication campaigns	Maddalena Fiordelli	Communication,Management&Health
Swiss Medical Network	Digital communication strategies in the hospital context of Ticino	Maddalena Fiordelli	Communication,Management&Health
Humabs BioMed SA	Humabs: Communicating for Change	Jeanne Mengis	Corporate Communication
WWF International	WWF social media strategy for activating agents of change	Francesco Lurati	Corporate Communication
FART Centovalli Railway	Rail bound tourism	Stefano Scagnolari	International Tourism
Lugano Turismo	Lugano hosts	Stefano Scagnolari	International Tourism
Lugano Turismo	Enogastronomic trails	Léna Pellandini-Simányi	International Tourism
Ticino Turismo	Hospitality in Ticino	Léna Pellandini-Simányi	International Tourism
Fondazione La Fonte	Revision and implementation plan for a new marketing and communication strategy	Matteo Prato	Management
Guess Europe Sagl	Simulate an adaptive model of the European distribution centre to face exceeding capacity volume growth	Dirk Martignoni	Management
Salumificio Fratelli Beretta S.p.a	Hiring Process	Matteo Prato	Management
Stralugano	The eco-sustainability of Stralugano	Nikolaus Beck	Management
Svega Sagl	Analysis and identification of improvable aspects in the relationships between Svega Sagl and its Partners	Dirk Martignoni	Management

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Swiss-American Chamber of Commerce	The third reform of the corporate tax. What to do after the referendum? Scenarios and recommendations	Gianluca Colombo	Management
VF International	Employer Branding: building a campus toolkit	Nikolaus Beck	Management
Netcomm Suisse	Creation of an online community for fashion	Marc Langheinrich	Management&Informatics
Pipingonline	Feasibility Study for System Platform Rewrite	Marc Langheinrich	Management&Informatics
Stagend	Entertainers App	Marc Langheinrich	Management&Informatics
Hilti SA	Analysis and strategic recommendations of Hilti's ON!Track asset management solution	Ivan Snehota	Marketing
Loubay.ch	Developing a sustainable online communication strategy	Lorenzo Cantoni, Nadzeya Kalbaska	Marketing
NetComm Suisse	Introduction of a new Swiss e-commerce trustmark	Reto Hofstetter, Salvatore Maione	Marketing
Old Captain	Old Captain Co.: evaluation of current online presence and proposal of a strategic plan	Lorenzo Cantoni, Nadzeya Kalbaska	Marketing
RSI	Usability of TASTOROSSO	Andreina Mandelli	Marketing
SIMI group srl	SIMI Group in the digital B2B market	Ivan Snehota	Marketing
Walter Reist Holding AG	How to develop a system for finding the right pairings between producers and advertisers?	Reto Hofstetter, Lisa Schiestel	Marketing
World Challenges 1	World Challenges: Food Waste	Michael Gibbert, Stefano Giacomelli	Marketing
World Challenges 2	World Challenges: Food Waste	Michael Gibbert, Stefano Giacomelli	Marketing