

LIST OF PUBLICATIONS

Book

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* Modena, I. (2009), “Communication Uncertainty and the Fictional Role of organisational culture”, *Journal of US-China Public Administration*, Vol. 6(1): 37–44.

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*Modena, I. "Waste Management and Sustainability: A New Business Model", 4th Annual Conference of the EuroMed Academy of Business, Crete, Greece, 20-21 October 2011, p. 2183.

*Modena, I. (with Juskiw, Peter), "International Human Resource Management: Generation Y, Retention and Communication", 4th Annual Conference of the EuroMed Academy of Business, Crete, Greece, 20-21 October 2011, p. 2154.

*Modena, I. "Post-Merger Integration and Communication Effectiveness: the Corporate Experience of Gillette merging with Procter & Gamble", 3rd Annual Conference of the EuroMed Academy of Business, Larnaca, Cyprus, 3-4 November 2010, pp. 1396-1398.

*Modena, I. (with Juskiw, Peter), "Survival Strategies and Communication Effectiveness in a rapidly expanding Hotel Industry", 3rd Annual Conference of the EuroMed Academy of Business, Larnaca, Cyprus, 3-4 November 2010, pp. 1362-1364.

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