

UNIVERSITA' DEGLI STUDI DI SALERNO



**Dipartimento di Studi e Ricerche Aziendali
(Management & Information Technology)**

**“Comunicazione e Innovazione:
content analysis dei siti web delle imprese farmaceutiche”**

ABSTRACT

The aim of dissertation is to understand if, after a *systematic literature review* in the field of Communication and Innovation, an analysis of *Pharmaceutical web sites*, is possible to found a common context of communication.

Management scholars and experts of pharmaceutical sector are compared.

The thesis is structured in three phases (Phase I, II, III). We have conducted a *context analysis* of the text of the most innovative pharmaceutical firms web sites and, of the text of the most relevant articles of the theme “Communication and Innovation”.

Managerial implications, suggestions for the experts, limits and possible future researches are described.