

Welcome to the Department of International Management



Sonntag, 02. Juli 2017

Frontiers in Service Conference 2017, New York City

The Department of International Management was represented by Prof. Gelbrich and Julia Hagel at the Frontiers in Service Conference 2017 in New York City, USA. They presented their research "How anthropomorphized digital helpers..."

Donnerstag, 01. Juni 2017

Exam Conference "International Business"

Exam conference for the course "International Business" will take place on June 21, 2017 at 2.15 pm. Students who want to review their exam are required to write an email to wfi-im@ku.de with their name and...[\[mehr\]](#)

Dienstag, 23. Mai 2017

Exam conference Unternehmensführung

Exam conference for the course "Unternehmensführung" will take place on June 09, 2017 at 9 am in room 301 NB. Students who want to review their exam are required to write an email to wfi-im@ku.de with their name,...[\[mehr\]](#)

Donnerstag, 18. Mai 2017

Exam Conference for the Course "Empirische Managementforschung"

Exam conference for the course "Empirische Managementforschung" will take place on May

31, 2017 at 2.15 pm. Students who want to review their exam are required to write an email to wfi-im@ku.de with their name and matriculation...

Dienstag, 16. Mai 2017

[New paper accepted for publication in Psychology and Marketing](#)

The manuscript entitled "Rewarding Customers Who Keep a Product: How Reinforcement Affects Customers' Product Return Decision in Online Retailing" has been accepted for publication in Psychology and Marketing, a leading...[\[mehr\]](#)

Mittwoch, 08. März 2017

[DFG Research Project](#)

The German Research Foundation (DFG) funds a joint research project of Prof. Dr. K. Gelbrich (KU Ingolstadt-Eichstätt) and Prof. Dr. N. Koschate-Fischer (FAU Erlangen-Nürnberg) on consumer's perception of numerical quantities...[\[mehr\]](#)

Dienstag, 17. Januar 2017

[New person responsible for Bachelor and Master Theses at the chair](#)

If you are interested in writing your Bachelor or Master Thesis at our chair, please contact Frau Galeczka (julia.galeczka@ku.de) from now on. The application process (which you can find here) does not change except of the...[\[mehr\]](#)

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