

Welcome to the Department of International Management



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...[\[mehr\]](#)

Dienstag, 15. November 2016

Exam conference

Exam conference for the courses "Global Marketing Management" and "Cross-cultural Management" will take place on December 12th, 2016 at 2 pm. Students who want to review their exam are required to write an...[\[mehr\]](#)

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