

Welcome to the Department of International Management



Dienstag, 20. Dezember 2011

Chair claims Best Conference Award at ANZMAC 2011

The ANZMAC 2011 committee has announced the joint paper of Katja Gelbrich, Jana Müller, Yany Grégoire (HEC Montréal/Canada), and Holger Roschk entitled "The More Compensation the Better? The Nonlinear Relationship Between...[\[mehr\]](#)

Dienstag, 20. Dezember 2011

Best Paper in Track Award for Paper on Absurdity

The joint paper of Katja Gelbrich, Daniel Gäthke & Stanford A. Westjohn (University of Toledo) about "The effects of absurd ads on memory and persuasion across cultures" has received a Best Paper in Track...[\[mehr\]](#)

Mittwoch, 05. Oktober 2011

New lecture "Management in Far East Asia"

For our Bachelors Prof. H.-P. Sonnenborn (Dean of the Faculty of Economics at the University Hof) will be holding a lecture about "Management in Far East Asia" this winter term 2011/2012. The course is a continuation of...[\[mehr\]](#)

Dienstag, 20. September 2011

Visit at ESC Toulouse for dual-degree program

Prof. Gelbrich will be visiting Toulouse

on September 19/20th for arrangements concerning the dual-degree programme "International Business Administration" between Catholic University Eichstätt-Ingolstadt...[\[mehr\]](#)

Montag, 12. September 2011

[Papers accepted for presentation at ANZMAC 2011 conference in Perth](#)

The chair will present three papers at ANZMAC 2011: The first paper is titled "The More Compensation the Better? The Nonlinear Relationship Between Compensation Level and Post-Complaint Satisfaction" and was written by...[\[mehr\]](#)

Mittwoch, 24. August 2011

[New cooperation of the chair with Bauer Group](#)

Due to winter semester 2011/2012 the Chair of International Management will provide a new lecture on "Internationalization of SME" in cooperation with Bauer Group. For further arrangements, Prof. Katja Gelbrich and...[\[mehr\]](#)

Montag, 01. August 2011

[Paper on the Effectiveness of Absurdity in Advertising Across Cultures accepted for publication](#)

The joint paper of Katja Gelbrich, Daniel Gäthke & Stanford A. Westjohn (University of Toledo) on the Effectiveness of Absurdity in Advertising Across Cultures has undergone double-blind review and was accepted for...[\[mehr\]](#)

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