

## Welcome to the Department of International Management



Freitag, 29. Juli 2011

### **Paper on the effect of humor in advertising across cultures**

The paper „The Effectiveness of Humor in Advertising: A Cross-Cultural Study in Germany and Russia“ written by Prof. Gelbrich together with two colleagues (Schwarz, U.; Hoffmann, S.) was accepted for publication by The Journal of...[\[mehr\]](#)

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Donnerstag, 30. Juni 2011

### **The chair welcomes Telekom members for project presentation**

On the occasion of the final presentations of our "International Consulting Project" on July 13th, we are pleased to welcome Dr. Guido Weishaupt and Dr. Markus Beinert from the department...[\[mehr\]](#)

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Montag, 23. Mai 2011

### **Article "I have paid less than you" now available online**

The article "I Have Paid Less Than You! The Emotional and Behavioral Consequences of Advantaged Price Inequality" to be published at the Journal of Retailing is now available (online first)...[\[mehr\]](#)

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Donnerstag, 12. Mai 2011

### **Visit at Deutsche Telekom AG in Darmstadt**

Prof. Gelbrich and our students from the "International Consulting Project" visited

Deutsche Telekom AG in Darmstadt on May 11th, 2011. The excursion marked the kick-off for our consulting project and gave our students...[\[mehr\]](#)

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Dienstag, 05. April 2011

### **[Another article published in top-tier journal](#)**

Katja Gelbrich and Holger Roschk's article "Do complainants appreciate overcompensation? A meta-analysis on the effect of simple compensation vs. overcompensation on post-complaint satisfaction" has been published by...[\[mehr\]](#)

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Freitag, 01. April 2011

### **[Paper on humor in advertising across cultures](#)**

The paper "The Effectiveness of Humor in Cross-cultural Advertising" by Uta Schwarz, Stefan Hoffmann, and Katja Gelbrich was accepted for presentation at the 73th Annual Conference of the German Academic...[\[mehr\]](#)

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Dienstag, 08. März 2011

### **[Article accepted by top-tier journal](#)**

Katja Gelbrich's article "I Have Paid Less Than You. The Emotional Consequences of Advantaged Price Inequality" was accepted for publication by the Journal of Retailing. The Journal of Retailing is ranked "A" in JOURQUAL2.[\[mehr\]](#)

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