

## Welcome to the Department of International Management



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

---

---

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

---

---

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

---

---

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

---

---

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.[\[mehr\]](#)

---

---

Dienstag, 08. März 2011

**[New professor starting this summer term](#)**

Starting this summer term, Katja Gelbrich will be the new professor of International Management at Ingolstadt School of Management. She and her team are looking forward to teaching and doing research at WFI.[\[mehr\]](#)

---

---

Treffer 197 bis 202 von 202

[<< Erste](#) [< Vorherige](#) [155-161](#) [162-168](#) [169-175](#) [176-182](#) [183-189](#) [190-196](#) 197-202 Nächste  
> Letzte >>