

28.02.19

Paper accepted for presentation at 48th EMAC Annual Conference

The paper entitled “Is this product return legitimate? A cross-national investigation on product return behavior” will be presented by Dr. Jana Gähke at the 48th EMAC Annual Conference in Hamburg. The paper was jointly written by Dr. Jana Gähke, Prof. Dr. Katja Gelbrich, and Shan Chen (Milano, Italy). The EMAC conference will be held from 28th to 31st May, 2019 provides a forum for the presentation and discussion of the current development in marketing theory and research.

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