

04.06.19

## **Research presented at the EMAC Annual Conference**

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From May 28<sup>th</sup>-31<sup>st</sup>, 2019 the 48<sup>th</sup> EMAC Annual Conference took place in Hamburg, Germany. Dr. Jana Gäthke participated in the conference and presented her research paper “Is this product return legitimate? A cross-national investigation on product return behavior”. The paper was jointly written with Prof. Katja Gelbrich and Prof. Shan Chen from the Politecnico of Milano, Italy. The annual conference of the European Marketing Academy is a leading international Marketing conference. It provides a forum for the presentation and discussion of the latest trends in marketing theory and research.

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