

„Innovation in International Business”



The Competence Center for Emerging Markets and CEE would like to invite you to an online book presentation

December 1st, 2022, 18:00-19:30
online via ZOOM

Our invited speakers are contributing authors to this research handbook. They will present their respective chapters, which we hope will stimulate an interesting discussion.

Edith Ipsmiller, Assistant Professor at WU Wien:
The role of the internet in the internationalization activities of firms

Samppa Kamara, Researcher at the University of Oulu:
Innovation in the construction industry in Zambia

Ernest Jedrzejewski, Senior legal counsel at Amgen:
Does EU regulation drive or inhibit innovation in the global pharmaceutical industry?

Moderated by **Desislava Dikova**, Prof. of Int. Business at WU Wien

If you plan to attend, please register by sending an e-mail to andrea.scheichl@wu.ac.at.

