

Department of Marketing



Research Seminars Series

Our „Research Seminar Series“ helps to connect our Faculty with international scholars from the Marketing field. Influential researchers from the world's top universities are invited to present their latest research and to discuss the current trends and developments in all major areas of marketing. The seminars are open to all WU faculties and students.

Agenda Spring 2017

March 22 nd	Chris Hsee, Univ. Chicago (US)
April 6 th	Prasad Naik, UC Davis (US)
May 11 th	Kristin Diehl, Univ. Southern California (US)
June 1 st	Wayne Hoyer, Univ. Texas at Austin (US)
June 22 nd	John G. Lynch, Univ. Colorado Boulder (US)

Contact and registration:

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More information: Department of Marketing
wu.ac.at/marketing/international

