

Berufungsvorträge zur Professur "International Marketing and Management"

WU Wien, UZA 1, Großer Sitzungssaal, 2. Stock, Kern D

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Montag, 21. Jänner 2008		Titel
14:00 - 15:00	Len Trevino	The Influence of Innovation and Managerial Discretion on Export Intensity: A Contingency Perspective
15:15 - 16:15	Mark Lehrer	The Globalization of Strategic R&D by MNCs: Implications for National R&D Policies

Freitag, 25. Jänner 2008		Titel
09:00 - 10:00	Günter Stahl	Do Cultural Differences Matter in M&A? A Tentative Model and Meta-Analytic Examination
10:15 - 11:15	Ronaldo Parente	Tacit Knowledge Integration Capabilities in Strategic Modularization: The Moderating Effect of Cultural Distance