



CEBSS | Cluj Economics and Business Seminar Series spring session

Seminar paper

Presenter | **Doreén PICK**
University of Applied Sciences
Merseburg (Germany)

Topic | **The ‘locus continuum’ of price increase perceptions – Is communicating a good cause for price increases always beneficial?**

Time & Date | Thursday, April 26th, 2018
2.00 pm – 3.00 pm

Venue | FSEGA Campus
First floor, Room 118

About the series | *Cluj Economics and Business Seminar Series (CEBSS)* represents a forum for debates and dissemination of scientific research results. The seminar significantly and distinctively contributes to increasing scientific added value, having a relevant impact on knowledge, education and practice in the field of economics and business.

Enquires | **Seminar Coordinator**
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