



Universitatea
BABEȘ-BOLYAI



Facultatea de Științe Economice
și Gestiunea Afacerilor

CEBSS | Cluj Economics and Business Seminar Series

Seminar paper

Presenter

Bernhard Swoboda
Trier University
Chair for Marketing and Retailing Department,
Business Administration Faculty

Topic

Do International Retailers benefit from being
Global in Emerging Countries? A Multilevel
Study in China

Time & Date

Thursday, December 5th, 2013
1.30 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

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