



Call for Papers: International Marketing and Entrepreneurship Conference, Cancun, 2012

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International marketing is vital for companies and managers wishing to successfully do business in global markets. Shorter innovation cycles and rapid growth in emerging industrial nations as well as threats to globalization like climate change, shortage of resources and intercultural conflicts raise important questions for scientific research, the answers to which are of great importance to marketing experts. The conference will show how international marketing research can help established companies as well as innovative start-up businesses with their global growth. Sub-topics of the conference are: "State-of-the-art knowledge in going and growing internationally", "Research and knowledge transfer between science and practitioners", "Educational challenges in preparing future global marketing leaders", "Political challenges - how do we all get smart?". Papers and special topic-related round-table events have been planned for presentations and discussions at the conference. Those interested in participating are requested to submit their contributions on the topics listed above to the respective track chairs of the conference by October 31, 2011, via email. For further information, please visit: <http://michaelczinkota.com/tags/cancun/>

Pressekontakt

Handelshochschule Leipzig gGmbH

Herr Volker Stößel
Jahnallee 59
04109 Leipzig

hhl.de
volker.stoessel@hhl.de

Firmenkontakt

Handelshochschule Leipzig gGmbH

Herr Volker Stößel
Jahnallee 59
04109 Leipzig

hhl.de
volker.stoessel@hhl.de

Handelshochschule Leipzig (HHL)

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