B2B Research Online Seminar Series (BROSS)

June 4, 2020 (9am CEST, 5pm AEST, 7pm NZST)
Andreas Eggert, Michael Kleinaltenkamp, Vishal Kashyap and Wolfgang Ulaga:
“How Business Customers Perceive Value: An Integrated Model”

July 9, 2020 (9am CEST, 5pm AEST, 7pm NZST)
Erik Mooi, Elham Ghazimatin and Jan Heide:
“Organizing for Innovation: B2B Projects, Task Configuration, and Outcomes”.

August 6, 2020 (9am CEST, 5pm AEST, 7pm NZST)
TBD

September 3, 2020 (9am CEST, 5pm AEST, 7pm NZST)
TBD

October 8, 2020 (9am CEST, 5pm AEST, 7pm NZST)
Sudha Mani, Vivek Astvansh, and Kersi D. Antia:
“Buyer-Supplier Destructive Acts and Buyers’ Bankruptcy Outcomes”

November 5, 2020:
TBD

December 3, 2020:
TBD