



GÄSTE SS 2015

Brand-related Behavior

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| <p>Thursday, 19-03-2015 09:00-10:30 SR 12</p> | <p>Guest: Lydia Choi-Johansson, PhD candidate, Linnaeus University, Sweden <i>“Using Cultural Strategies When Entering New Markets: IKEA Korea Case”</i></p> |  |
| <p>Thursday, 26-03-2015 11:30-12:45 SR 12</p> | <p>Guest: DDr. Andreas Krenmayr, Team Leader Auditory Research/ Research&Development, MED-EL AUDIOVERSUM, Innsbruck <i>“Fascination Audio”</i></p> |  |
| <p>Thursday, 23-04-2015 11:45-12:45 SR 12</p> | <p>Guest: Anita Schmidinger, BA SOS Children's Villages International, <i>“SOS Children's Villages - Donors in (E)motion”</i></p> |  |
| <p>Thursday, 30-04-2015 11:30-12:45 SR 12</p> | <p>Guest: Mag. Cäcilia Senfter BRAND+ Institut für mehrdimensionale Markenentwicklung, Wien <i>“Meaningful Brands”</i></p> |  |
| <p>Thursday, 21-05-2015 11:30-12:45 SR 12</p> | <p>Ralf Weinberger or Lee-Anne Carter Trend and Design, D. Swarovski & Co., Wattens <i>‘New Trends in Fashion and Design’</i></p> |  |

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| <p>Tuesday, 02-06-2015 11:00-12:45 SR 12</p> | <p>Guest: Mag. Bernadette Decristoforo, <i>Leiterin Projekte, Technisches Museum, Wien</i> “Project Mobility”</p> |  A color portrait of a woman with blonde hair tied back, wearing a red top, smiling slightly against a grey background. |
| <p>Tuesday, 16-06-2015 11:00-12:45 SR 12</p> | <p>Guest: Christian Schnöller, <i>Marketing, Area 47,</i> “Extraordinary Experiences”</p> |  A black and white portrait of a man with dark hair, wearing a light-colored shirt and a dark jacket, smiling against a light background. |