

ROSTOCK SOCIAL SCIENCE NEWS

Redaktion: Marion Hesse, Lehrstuhl für Mikroökonomie, Universität Rostock, Ulmenstraße 69, D-18057 Rostock
Phone: +49 (0)381-4984340; Fax: +49 (0)381-4984341; email: rssnews@uni-rostock.de
Verantwortliche Lehrstühle: Lehrstuhl für Mikroökonomie (Prof. Wichardt), Lehrstuhl für Demographie (Prof. Rau)
<http://www.wiwi.uni-rostock.de/vwl/mikroökonomie/rssnews>

No. 9

What's on Next Week?

27. – 31. Juli 2015

Montag, 27. Juli 2015

Dienstag, 28. Juli 2015

Gastvortrag des IBWL
11.00 Uhr, SR 226 (PC-Pool), Ulmenstraße 69

Prof. Heiner Evanschitzky (Aston Business School)
"Einführung in 'Hierarchical Linear Modelling (HLM)'"

Mittwoch, 29. Juli 2015

Gastvortrag des IBWL
17.00 Uhr, SR 118, Ulmenstraße 69

Prof. Heiner Evanschitzky (Aston Business School)
"Relationship Fading"

Donnerstag, 30. Juli 2015

Freitag, 31. Juli 2015

Dienstag, 28.07., 11-15, SR 226 (PC-Pool): Prof. Heiner Evanschitzky (Aston Business School) "Einführung in 'Hierarchical Linear Modelling (HLM)'"

Mittwoch, 29.07., 17, SR 118: Prof. Heiner Evanschitzky (Aston Business School) "Relationship Fading"



Heiner Evanschitzky is Professor and Chair of Marketing at Aston Business School. Over the years Heiner has had over 100 articles published in specialist journals and proceedings, notably in the field's leading Journal of Marketing, Journal of Retailing, Journal of the Academy of Marketing Science, Journal of Product Innovation Management, and Journal of Service Research. Moreover, his research has won several Best Paper Awards at leading Marketing conferences. Heiner is Associate Editor of the British Journal of Management. He is also on the editorial board of the Journal of Business Research and Industrial Marketing Management and is founding-editor of the book series Applied Marketing Science.

What happened lately?