

JFCC 2023

2 febbraio 2023

SIM^{ktg}
Società Italiana
Marketing

Junior Faculty Climber Community



Keynote speech

The research process from the “other side’s perspective”



Martin Schreier

WU Vienna
Editor-in-chief **IJRM**

Programma

9.00 – 9.15 Introduzione – Consulta Junior SIM

9.15 – 10.00 Keynote Speech – *The research process from the “other side’s perspective”* - Martin Schreier (WU Vienna), Editor-in-chief IJRM

10.00 – 10.30 Q&A con l’ Editor

10.30 – 12.30 Brainstorming session in gruppi

12.30 – 13.00 Wrap up

Iscrizioni a questo link entro lunedì 23 gennaio 2023:

<https://forms.gle/jgbooDG25CspQWtW9>