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WELCHEN EINFLUSSZUG; KÖNNEN EMOTIONALE UND KOGNITIVE VARIABLEN AUF FDI-ENTSCHEIDUNGEN DER ENTSCHEIDUNGSTRÄGERINNEN IN MNC'S HABEN?



Grin Verlag Feb 2011, 2011. Taschenbuch. Book Condition: Neu. 210x148x2 mm. This item is printed on demand - Print on Demand Titel. - Essay aus dem Jahr 2007 im Fachbereich BWL - Unternehmensführung, Management, Organisation, einseitig bedruckt, Note: '-', Karl-Franzens-Universität Graz (Internationales Management), Veranstaltung: Globalisation and Strategies of Internationalisation, Sprache: Deutsch, Abstract: Im Rahmen dieses work assignments werde ich eine Auswahl an Theorien der aktuellen Managementliteratur zur Thematik des Einflusses von Emotionen und kognitiven Prägungen (im speziellen des domestic mindset...

Download PDF Welchen Einfluß können emotionale und kognitive Variablen auf FDI-Entscheidungen der EntscheidungsträgerInnen in MNC's haben?

- Authored by Alexandra Nima
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