

Should we stay or should we go: a market entry problem

Wednesday, 23 March 2011 09:45 (0:45)

Content

Summary

Primary author(s) : ALAN KIRMAN (Universite Paul Cezanne, Marseille, France)

Presenter(s) : ALAN KIRMAN (Universite Paul Cezanne, Marseille, France)

Session Classification : Should we stay or should we go: a market entry problem