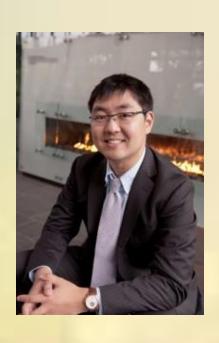


## 國際企業學系研究所專題

## 講者:

Dr. Jonathan Z. Zhang
University of Washington
Marketing,
Foster School of Business



## 主題:

The Dynamic Impact of Buying "Fit Products" on Customer Learning and Profitability in a Multichannel Setting

日期: June 15<sup>th</sup>, 2016

時間: 10:00-11:30 - speech

11:30-12:30 - happy hour

地點:管理學院一號館B1 國學講堂(A)