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MANAGEMENT INNOVATION RESEARCH CENTER
8TH INTERNATIONAL RESEARCH SEMINAR

Date : Jan. 10th, Thursday, 2019 15:00~16:30

**Venue : Room#105, 1st Floor, Faculty Building 2,
Kunitachi Campus, Hitotsubashi University**

Speaker : Jeong Insik

Korea University Business School

**Title : A missing link between marketing standardization and
firm performance: The curvilinear relationship**