

The 4th MIC-CAREM International Research Seminar AY2026

TITLE

**Consumer Entrainment:
How Consumption
Accelerates in relation
to Work ***

*in collaboration with Joonas Rokka and Ioana Lupu

SPEAKER

Prof. Lisa PEÑALOZA

Senior Research Professor
Fortune Institute of International Business
Delhi, India



FRIDAY, JUNE 26
4:00 – 6:00 (PM)

Conference Room 1
(Room 3403), 4th Floor, Mercury
Tower, Kunitachi East Campus,
Hitotsubashi University

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ABSTRACT AND
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