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## WELCHEN EINFLUSSZUG; K&Ouml;NNEN EMOTIONALE UND KOGNITIVE VARIABLEN AUF FDI-ENTSCHEIDUNGEN DER ENTSCHEIDUNGSTR&Auml;GERINNEN 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...

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

- Authored by Alexandra Nima
- Released at 2011



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