



A POINT EVENT

Smart Consumers in Market 4.0

How to develop effective marketing strategies in the era of digital technology ?

2018. 6. 15 @ 16:30 - 18:00

THE SPECIAL MARKETING SEMINAR

Based on individual difference of 'Need for Cognition (NFC)',
investigate how different consumer groups value different aspects of the
selected Omni-channel attributes and benefits.



PROF. DR.
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Consumer behaviour,
Omni-channel,
ARM,
Rank ordered data,
Data visualization,
Need for cognition,
Retail strategy

KEYWORDS



LOCATION
HIGASHI ICHIJOKAN
(SHISHUKAN)
#112,113