









A POINT EVENT

Smart Consumers in Market 4.0

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

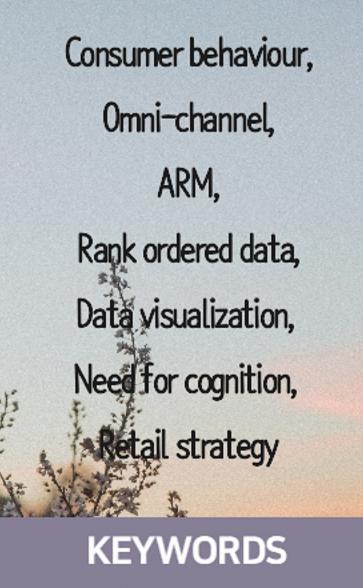
2018. 6. 15 @ 16:30 - 18:00

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.



HYU School of Business





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