



Associate professor of business administration at the University of St.Gallen (HSG) and Director of the Institute of Marketing (IfM-HSG)

Marcus Schögel

Marcus Schögel is associate professor of business administration with special focus on marketing at the University of St.Gallen (HSG) and director of the Institute of Marketing (IfM-HSG). Academic education Marcus Schögel Prof. Schögel studied at the TU Berlin and at the Free University of Berlin (Germany). He completed his doctoral degree as well as his habilitation at the University of St.Gallen. Research focus and publications Marcus Schögel His research focuses on the fields of strategic marketing, distribution, channel management, marketing innovation, and interactive media marketing. Prof. Schögel has also done research on current issues in marketing management and customer orientation and has...

Topics

- Innovations
- Online Marketing

Languages

- English
- German

Details & contact information

Phone 1 (704) 804 1054
Email address marcus-schoegel@premium-speakers.com
Short link <https://premium-speakers.com/en/?p=52042>