

INTERNATIONAL GUEST LECTURESHIP

INTERCULTURAL MANAGEMENT, TOURISM MARKETING AND ENTREPRENEURIAL MARKETING



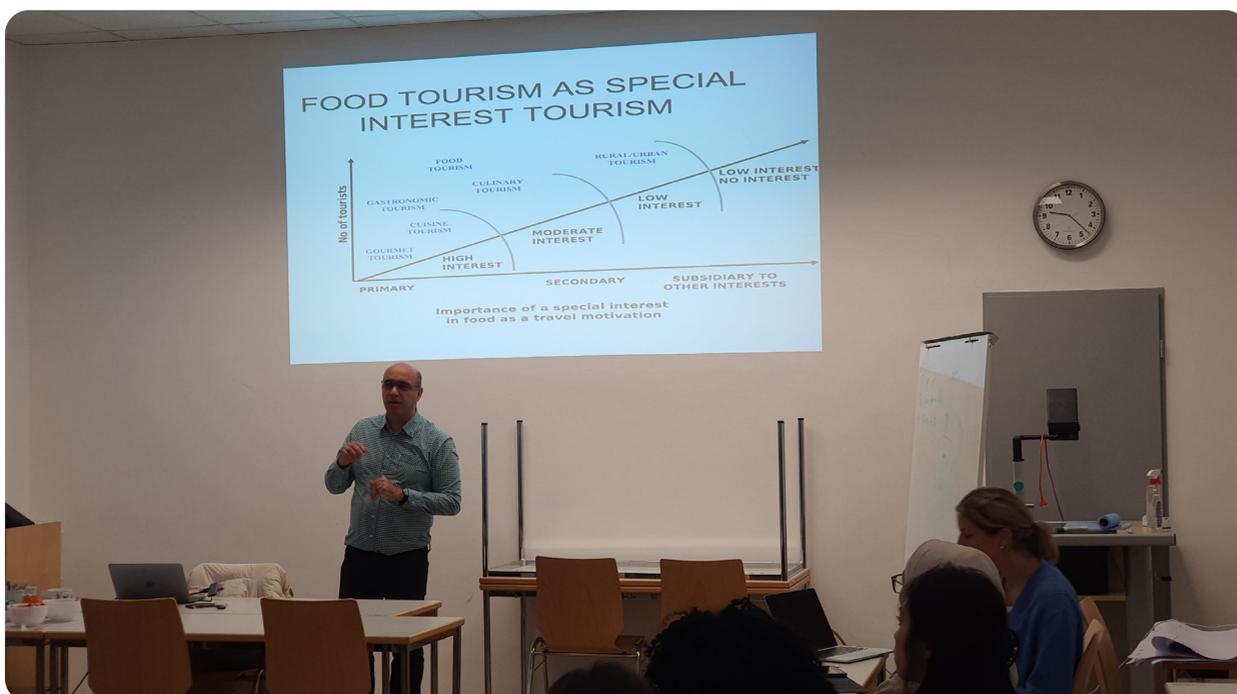
RESULT REPORT

Dr. Roozbeh Babolian Hendijani gave lectures in the courses Intercultural Management, Tourism Marketing and Entrepreneurial Marketing to Bachelor and Master students of the Faculty of Business Administration. Depending on the course, the number of participants varied from 6 to 85 students, who were able to explore a wide range of topics in his lectures. These included insights into dealing with other cultures and an intensive examination of the diversity of research methods in an intercultural context.

In addition, the students were sensitized by analyzing the success of start-ups that are successful in one country and less successful in another. This made them aware of the need for precise market analysis - first market research, then success. Another focus was a lecture on neuromarketing, which introduced the students to a completely new field that requires a deep understanding of customer needs and is of great importance in today's business landscape.

The visiting professorship has made it possible to establish contacts with local professors, resulting in opportunities for joint research projects. In the area of teaching, new topics and various possibilities for future exchange programs between students, staff and professors of the University of Applied Sciences Trier and Binus Nusantara University have emerged.

In addition, joint online events and student exchange programs are planned, allowing both institutions to further expand their teaching and research capacities.



TITLE
Intercultural Management, Tourism Marketing and Entrepreneurial Marketing

DEPARTMENT
Business School

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