BBS
BROWN BAG SEMINARS

NATACHA KAHAN

PHD CANDIDATE @SBS-EM, BE

WHEN DOING GOOD FEELS WRONG: CAUSE-RELATED MARKETING CAN GENERATE MORAL TENSION

NOVEMBER 26, 2026

FROM 12.15 PM TO 1.45 PM

ON-SITE ONLY R42.2.113

Fondat° Bernheim

CEBRIG
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*IF YOU WISH TO ASSIST TO OUR BBS, PLEASE SEND AN EMAIL TO HELENE.BERTAUX@ULB.BE