

**BBS**  
**BROWN BAG SEMINARS**



# NATACHA KAHAN

PHD RESEARCHER @SBS-EM ULB, BE

## VISUAL PRESENTATION OF GREEN PRODUCTS: CONTRAST EFFECT ON THE PERCEPTION OF CONVENTIONAL PRODUCTS

Discussant : -

**MARCH 14TH, 2024**

FROM 12.15 PM TO 1.45 PM

ON-SITE **R42.2.113** AND ON **TEAMS\***

*\*THIS IS AN INTERNAL CEBRIG EVENT*



**Solvay** Brussels School  
Economics & Management