Malin Brännback, professor in International Business at Abo Akademi University, Finland, is a senior lecturer at the Swedish School of Economics and at Abo Akademi University. Since 1998, Brännback has been the director of the Innemarket research unit at the Turku School of Economics and Business Administration, Finland, where she has also been a marketing professor for the last three years. She is an adjunct professor in electronic commerce at the Swedish School of Economics in Helsinki, Finland. Her current research interests are in innovations management, entrepreneurship, relationship marketing, knowledge management and strategic market management.

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Lecture Topic:

Understanding the Biotechnology Business Using Relationship Marketing Lenses

The business of modern biotechnology is fairly new and highly disintegrated even though its predecessor, the pharmaceutical business, used to be fully integrated. Although certain “business laws” apply to both categories, there is a different logic to managing fully integrated and disintegrated businesses.

This presentation explores the relationship marketing theory, particularly what is known as the “Nordic School”, as a meaningful basis for understanding and managing biotechnology businesses.

Lecture will be held on Wednesday, October 8, 2003 at 10:00 a.m.
in the Engineering Center, Room 2410.
10555 West Flagler Street
Miami, FL 33174

For more information, contact the Institute of Technology Entrepreneurship at 305.348.7171

This series will include lectures by leading entrepreneurs, innovators, and professionals as part of FIU’s university-wide initiative to foster new venture creations by students and faculty. This lecture series is partially supported by a grant from the National Science Foundation.