

Gastvortrag

Prof. Dr. Peggy Cunningham
Dalhousie University, Halifax, Canada



„Networks of Complicity - Why does unethical behaviour persist in some organizations for extended periods of time even though it is an open secret? “

Mrs. Prof. Dr. Peggy Cunningham is a professor and the R.A. Jodrey Chair in the Rowe School of Business at Dalhousie University. Dr. Cunningham has received numerous awards for her teaching including the Marie Shantz Teaching Professorship of Marketing, the Price WaterhouseCoopers Leaders in Management Education award. Dr. Cunningham maintains an active research portfolio. She is currently undertaking studies of sustained unethical behaviour in organizations, the consequences of withdrawal from cause-related marketing programs, and Canadian Gazelles – medium sized, private, fast growth companies. Her other interests centre on three related themes: corporate social responsibility, marketing ethics and marketing partnerships including stakeholder engagement.

Donnerstag, 12. September 2019

14:00 Uhr

Raum S.o.05 (Zentralgebäude, Südtrakt)

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Internationales Management
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